

EVE. MON. SEPT. 3, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					16,290 24.6				16,550 25.0								
AVERAGE AUDIENCE (Households (000) & %)					12,510 18.9	17.5*			10,990 16.6	16.5*		17.1*		16.8	16.9*		15.8*
SHARE OF AUDIENCE %					36	35 *			30	29 *		30 *		30 *	30 *		29 *
AVG. AUD. BY ¼ HR. %					17.0	18.0	19.7		21.0	16.3		17.2		17.0	16.3		15.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					15,420 23.3				13,240 20.0			11,390 17.2		16,220 24.5			
AVERAGE AUDIENCE (Households (000) & %)					11,650 17.6	16.5*			11,850 17.9			10,330 15.6		13,500 20.4	20.4*		20.4*
SHARE OF AUDIENCE %					34	33 *			32			27		37	36 *		38 *
AVG. AUD. BY ¼ HR. %					16.1	16.9	18.5		17.6	18.2		15.3		20.1	20.6	21.3	19.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					6,550 9.9	15,560 23.5											
AVERAGE AUDIENCE (Households (000) & %)					6,160 9.3	7,410 11.2			9.0*			11.7*		12.6*		11.0*	11.8*
SHARE OF AUDIENCE %					19	21			17 *			21 *		22 *		20 *	22 *
AVG. AUD. BY ¼ HR. %					9.3	9.1			9.1			12.0		12.1		10.8	12.2
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,830 22.4				17,680 26.7								
AVERAGE AUDIENCE (Households (000) & %)					11,590 17.5	16.3*			12,450 18.8								
SHARE OF AUDIENCE %					29	27 *			30 *								
AVG. AUD. BY ¼ HR. %					15.4	16.5	18.6		18.9	18.6		19.1		19.2	19.4	19.1	17.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					17,610 26.6				15,760 23.8			14,560 22.0		15,490 23.4			
AVERAGE AUDIENCE (Households (000) & %)					14,170 21.4	20.1*			13,840 20.9			13,040 19.7		11,720 17.7	17.5*		18.0*
SHARE OF AUDIENCE %					35	34 *			36 *			31		30	29 *		32 *
AVG. AUD. BY ¼ HR. %					19.3	21.0	22.7		20.3	21.5		19.8		17.4	17.6	17.7	18.3
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,700 20.7	13,840 20.9			19,860 30.0								
AVERAGE AUDIENCE (Households (000) & %)					11,850 17.9	12,580 19.0			13,840 20.9								
SHARE OF AUDIENCE %					31	30			34								
AVG. AUD. BY ¼ HR. %					17.2	18.6	18.7	19.3	19.5	19.8		20.8		21.7	22.0	22.3	20.5*

TV HOUSEHOLDS USING TV WK 1	42.1	43.3	43.4	46.5	49.2	50.6	52.6	55.2	55.6	56.5	56.6	57.0	56.0	55.7	55.6	53.0
(See Def. 1)	46.4	48.1	49.9	53.3	56.9	60.1	62.2	63.2	62.6	63.6	63.7	63.6	61.4	61.0	59.2	52.3

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. MON. SEPT. 10, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. SEPT. 4, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					11,850 17.9		18,400 27.8						17,410 26.3				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) *NEW SEASON PRE-VIEW*(10:50-11:00PM) SUSTAINER

EVE. TUE. SEPT. 11, 1973

EVE. WED. SEPT. 5, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

A-6

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 66,200,000

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) "NEW SEASON MOVIE PRE-VIEW" (10:45-11:00PM) (SUSTAINER)
(2) FEATURETTE "CREATING MEMORY" (10:45-11:00PM) SUSTAINER

EVE. WED. SEPT. 12, 1973

W
E
E
K
1W
E
E
K
2

A-7

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

11:00

8,540
12.916,620
25.19,000
13.6

Love Thy Neighbor

Wednesday Movie of the Week (R)
"TOMA" (8:30-10:00PM)

Owen Marshall, Counselor at Law (R)

7,680
11.612,110
18.3

16.8*

19.1*

7,080
10.7

10.6*

10.8*

22
11.131
16.1

29*

32*

19
10.8

18*

20*

12,780
19.311,920
18.016,420
24.8

Sonny and Cher Comedy Hour (R)

Dan August (R)

Cannon (R)

8,010
12.1

10.1*

14.1*

9,530
14.4

15.1*

20.1

20.1*

22
9.6

19*

24*

24

36
19.5

35*

37*

14,700
22.218,340
27.7Man For All Seasons
(8:30-10:45PM)
(International Business Machines)

(1)

12,580
19.011,060
16.7

17.3*

16.1*

16.3*

17.0*

16.7

36
17.728
20.3

30*

27*

16.2

17.1

17.0

6,690
10.14,760
22.316.190
15.4

Love Thy Neighbor

Wednesday Movie of the Week
"SHE LIVES" (8:30-10:00PM)

Owen Marshall, Counselor at Law

5,690
8.610,060
15.2

13.6*

16.1*

15.8*

7,940
12.0

11.9*

12.0*

16
8.125
13.1

23*

26*

26*

21

20*

22*

20,120
30.422,180
33.5

Sonny and Cher Comedy Hour

Cannon
(9:00-11:00PM)14,030
21.2

18.8*

23.5*

16,350
24.7

23.1*

24.7*

25.4*

25.5*

38
18.2

35*

40*

42

40*

43*

47*

47*

18.2

19.5

23.4

23.6

22.5

23.7

24.3

25.0

14,830
22.417,280
26.1In The Heat Of The Night
(8:30-10:45PM) (R)

(2)

12,910
19.511,250
17.0

15.7*

16.8*

17.1*

18.2*

18.3

17.4

36
18.828
20.2

27*

27*

28*

31*

18.1

18.3

18.8

15.9

15.5

16.7

16.9

17.0

17.2

18.1

51.2

54.8

57.3

59.2

59.9

61.0

61.5

61.1

52.4

54.9

57.9

59.0

60.6

61.9

61.9

61.6

46.3

47.2

46.5

48.9

51.2

54.8

57.3

59.2

44.1

46.2

47.5

50.4

52.4

54.9

57.9

59.0

46.3

47.2

46.5

48.9

51.2

54.8

57.3

59.2

EVE. THU. SEPT. 6, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,780 17.8				10,530 15.9				9,930 15.0				
AVERAGE AUDIENCE (Households (000) & %)					7,880 11.9 22				6,490 9.8 16				8,210 12.4 23				
SHARE OF AUDIENCE %					11.7				11.1				10.8				
AVG. AUD. BY ¼ HR. %					11.7				11.1				10.8				
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,960 22.6				25,220 38.1								
AVERAGE AUDIENCE (Households (000) & %)					11,590 17.5 32				12,980 19.6 36				21,200 35 21.2				
SHARE OF AUDIENCE %					15.6				19.3				21.2				
AVG. AUD. BY ¼ HR. %					15.6				19.3				21.2				
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,100 21.3				15,690 23.7				13,440 20.3				
AVERAGE AUDIENCE (Households (000) & %)					9,930 15.0 27				12,580 19.0 31				10,190 15.4 28				
SHARE OF AUDIENCE %					14.2				17.2				20.3				
AVG. AUD. BY ¼ HR. %					14.2				17.2				20.3				
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,570 34.1								15,490 23.4				
AVERAGE AUDIENCE (Households (000) & %)					16,290 24.6 39								12,780 19.3 35				
SHARE OF AUDIENCE %					20.1				26.9				19.8				
AVG. AUD. BY ¼ HR. %					20.1				26.9				19.8				
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					17,410 26.3				16,680 25.2								
AVERAGE AUDIENCE (Households (000) & %)					14,430 21.8 35				9,330 14.1 24				13,800 21 13.8				
SHARE OF AUDIENCE %					20.1				14.6				14.9				
AVG. AUD. BY ¼ HR. %					20.1				14.6				14.9				
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,450 18.8				18,010 27.2				15,690 23.7				
AVERAGE AUDIENCE (Households (000) & %)					9,530 14.4 23				14,100 21.3 33				11,650 17.6 32				
SHARE OF AUDIENCE %					13.5				19.0				18.8				
AVG. AUD. BY ¼ HR. %					13.5				19.0				18.8				
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	44.3	45.9	46.7	49.0	51.8	53.8	56.4	59.0	59.7	61.0	61.3	60.8	58.3	56.5	52.9	51.5	
WK 2	45.9	47.5	50.2	54.1	57.7	61.6	63.7	65.2	65.3	65.3	65.7	63.3	58.5	56.6	54.0	51.2	

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. THU. SEPT. 13, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. FRI. SEPT. 7, 1973

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 68,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) "PLANET OF THE APES" (10:45-11:00PM) SUSTAINER

EVE. FRI. SEPT. 14, 1973

EVE. SAT. SEPT. 8, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATESTOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 66,200,000. *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. SAT. SEPT. 15, 1973

EVE. SUN. SEPT. 9, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATESW
E
E
K

1

W

E
E
K

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

A-15

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					12,380 18.7				20,790 31.4								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					7,350 11.1	9.7*			12,840 19.4	15.4*			18.0*		21.3*		22.3*
SHARE OF AUDIENCE %					20	18 *			22 *	35	26 *		29 *		37 *		42 *
AVG. AUD. BY ¼ HR. %					9.8	9.6	12.4		12.5	14.5	16.3	17.3	18.7	21.1	21.5	22.4	22.3
CBS TV					11,720 17.7		19,460 29.4										
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					9,930 15.0		11,060 16.7		14.9*		17.1*		16.4*		17.6*		17.9*
SHARE OF AUDIENCE %					28		30		27 *		29 *		28 *		31 *		33 *
AVG. AUD. BY ¼ HR. %					14.1	16.0	14.3		15.5	17.1	17.1	16.6	16.1	17.0	18.1	18.1	17.8
NBC TV					15,230 23.0		20,190 30.5						10,660 16.1				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					10,060 15.2	12.8*	17.7*	15,760 23.8	23.4*	24.0*		24.0*	24.0*		9,670 14.6		
SHARE OF AUDIENCE %					30	26 *	33 *	40	40 *	40 *		39 *	39 *		25		
AVG. AUD. BY ¼ HR. %					12.5	13.2	16.7	22.9	24.0	23.9	24.1	24.5	23.5		15.1	14.1	
ABC TV					13,170 19.9		18,870 28.5										
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					10,260 15.5	14.3*	16.6*	14,370 21.7	20.6*	21.3*		22.6*			22.2*		
SHARE OF AUDIENCE %					28	26 *	29 *	35	34 *	33 *		36 *			36 *		
AVG. AUD. BY ¼ HR. %					14.0	14.6	16.4	20.0	21.2	21.1	21.4	22.5	22.7	22.9	21.5		
CBS TV					15,030 22.7		16,220 24.5					18,870 28.5					
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					11,950 17.9	17.3*	18.5*	13,440 20.3	19.2*	21.3*	16,680 25.2	24.5*			25.9*		
SHARE OF AUDIENCE %					32	32 *	33 *	32	32 *	33 *	41	39 *			42 *		
AVG. AUD. BY ¼ HR. %					16.8	17.8	18.4	18.7	19.8	21.0	21.5	23.7	25.2	26.1	25.8		
NBC TV					16,090 24.3		16,020 24.2				11,450 17.3						
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					12,510 18.9	18.4*	19.4*	12,910 19.5	18.5*	20.4*	8,800 13.3	14.7*			12.0*		
SHARE OF AUDIENCE %					34	34 *	34 *	31	30 *	32 *	21	23 *			20 *		
AVG. AUD. BY ¼ HR. %					18.2	18.6	19.0	19.7	19.1	20.3	20.6	15.4	13.9	12.8	11.2		
TV HOUSEHOLDS USING TV WK 1	43.3	46.2	47.4	49.3	52.8	55.4	56.9	58.6	59.7	60.8	61.2	61.6	58.5	57.8	54.2	52.1	
WK 2	48.2	51.9	53.8	54.9	56.1	57.6	59.4	62.4	63.8	64.6	63.2	62.9	62.3	60.2	51.0	48.7	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. SUN. SEPT. 16, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 17, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

	14,700								24,100								
	22.2								36.4								
	The Rookies ABC NFL Football Game NEW YORK JETS VS. GREEN BAY (9:00-12:00PM) (1)																
	11,190								13,840								
	16.9	15.4*							20.9	21.6*				23.4*		22.8*	20.8*
	27	25 *							35	33 *				35 *		35 *	33 *
	14.6	16.2	17.7		19.0		21.4	21.9	23.3	23.5	23.4		22.1	20.8	20.9		

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

	18,800								14,630		13,440		13,310				
	28.4								22.1		20.3		20.1				
	Gunsmoke Here's Lucy Dick Van Dyke Show Medical Center																
	15,760								13,310		12,250		10,790				
	23.8	22.7*							20.1		18.5		16.3		16.5*		16.0*
	37	36 *							30		27		26		26 *		27 *
	21.9	23.5	25.2		24.6		19.5	20.8	18.4	18.7		16.3	16.7	16.5	15.5		

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

	13,110				12,840				21,850								
	19.8				19.4				33.0								
	Lotsa Luck Diana NBC Monday Night At The Movies REPLAY MISTY FOR NEW (9:30-11:00PM)																
	11,850				11,850				16,020								
	17.9				17.9				24.2	23.8*			24.7*		25.0*		23.2*
	29				27				37	35 *			36 *		39 *		39 *
	17.4	18.4	17.9	17.8	17.8		19.5	20.8	24.5	24.0	25.2	24.9	24.3	22.2			

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

	15,820								23,040								
	23.9								34.8								
	The Rookies ABC NFL Football Game NEW ORLEANS VS. DALLAS (9:00-11:35PM) (1)																
	12,110								12,910								
	18.3	16.7*							19.5	20.6*			22.8*		21.7*		19.4*
	28	26 *							32	30 *			33 *		33 *		32 *
	15.9	17.4	19.2		20.6		19.8	21.4	23.0	22.7	22.2	21.2	19.5	19.3			

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

	19,530								17,410		16,150		16,750				
	29.5								26.3		24.4		25.3				
	Gunsmoke Here's Lucy Dick Van Dyke Show Medical Center																
	16,680								15,690		14,960		13,500				
	25.2	24.0*							23.7		22.6		20.4		20.6*		20.3*
	38	37 *							34		32		33		32 *		34 *
	23.1	24.8	26.4		26.2		23.1	24.3	22.4	22.7	20.8	20.3	20.3	20.3			

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

	12,980				10,790				19,530								
	19.6				16.3				29.5								
	Lotsa Luck Diana NBC Monday Night At The Movies THE GROUNDSTAR CONSPIRACY (9:30-11:00PM)																
	11,120				9,470				13,440								
	16.8				14.3				20.3	20.5*			19.9*		20.2*		20.8*
	26				21				30	29 *			28 *		32 *		35 *
	16.8	16.9	14.0	14.5	20.9	20.2	20.0	19.9	20.0	20.4	20.9	20.2					

TV HOUSEHOLDS USING TV	WK 1	WK 2	50.9	52.4	53.6	57.3	61.3	63.5	65.0	65.9	66.2	68.1	67.6	68.1	65.5	63.9	61.5	58.0
(See Def. 1)			51.9	53.7	56.9	59.5	62.9	66.0	67.4	69.1	70.2	70.7	70.4	69.6	65.0	62.9	61.4	56.7

U.S. TV Households: 66,200,000 * Half-hour ratings (For immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.
(2) FEATURETIME 10:50-11:00PM MONISHOW

EVE. MON. SEPT. 24, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. SEPT. 18, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

9,200
13.9

18,210
27.5

13,970
21.1

ABC TV

Egan
(8:00-8:30PM)

Tuesday Movie of the Week
"DYING ROCK ONLY" (8:30-10:00PM)

Marcus Welby, M.D.

AVERAGE AUDIENCE
(Households (000) & %)

7,940
12.0

13,110
19.8

11,590
17.5

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

20
11.9

31
12.1

16.6*
17.6

26*
20.5

32*
21.2

22.3

22.0*
21.7

34*
17.2

17.5

17.4*
17.6

28*
17.7

30*
17.6

TOTAL AUDIENCE
(Households (000) & %)

18,470
27.9

21,710
32.8

21,850
33.0

CBS TV

Maude

Hawaii Five-0

Tuesday Night CBS Movies
"TERROR ON THE BEACH" (9:30-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

16,750
25.3

17,280
26.1

15,360
23.2

21.1*

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

42
24.3

41
26.3

23.9*
24.5

38*
28.0

43*
28.6

38
21.5

21.1*
20.8

33*
24.4

24.5

24.5*

40*
24.4

41*
23.3

TOTAL AUDIENCE
(Households (000) & %)

14,430
21.8

13,040
19.7

NBC TV

Chase

Sneep Stiffers
(9:00-11:00PM) (R)

AVERAGE AUDIENCE
(Households (000) & %)

10,920
16.5

16.0*
17.0*

12.1
12.1

11.2*

13.0*

20*

12.3*

20.3*

11.8*

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

27
16.4

27*
17.0

19*
16.6

17*

13.2

12.8

12.6

12.0

12.0

12.6

12.6

12.6

TOTAL AUDIENCE
(Households (000) & %)

11,920
18.0

18,270
27.6

13,170
19.9

ABC TV

Temperatures Rising

Tuesday Movie of the Week
"SHILE WHEN YOU SAY I DO" (8:30-10:00PM)

Marcus Welby, M.D.

AVERAGE AUDIENCE
(Households (000) & %)

10,530
15.9

10,390
15.7

16.0*
16.0*

25*
15.0

23*
15.1

14.9*

16.2*

16.5

16.7*

16.3*

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

26
15.3

25
16.4

25*
16.9

23*
15.0

23*
15.1

14.7

16.1

16.3

16.5

16.8

16.6

16.1

TOTAL AUDIENCE
(Households (000) & %)

17,080
25.8

21,580
32.6

19,400
29.3

CBS TV

Maude

Hawaii Five-0

Tuesday Night CBS Movies
"THE ERIC MURDER" (9:30-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

15,030
22.7

17,280
26.1

24.1*
24.1*

38*
25.2

27.7

14,430
21.8

21.8*

21.8*

21.9*

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

36
22.0

41
23.3

38*
23.0

44*
25.2

36
27.7

28.4

22.0

21.6

21.9

21.6

22.1

21.6

TOTAL AUDIENCE
(Households (000) & %)

15,290
23.1

15,820
23.9

NBC TV

Chase

Police Story Special
(9:00-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

11,520
17.4

16.6*
17.4

18.1*
18.1

15.1
18.2

15.2*

15.3

15.9

15.8*

15.8

15.4*

14.4

14.2*

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

28
15.9

27*
17.4

28*
18.1

24
18.2

24*

15.3

15.9

15.6

15.8

14.9

14.4

14.0

TV HOUSEHOLDS USING TV WK 1	49.5	51.6	52.6	55.1	58.5	60.7	61.8	63.7	65.2	66.3	65.0	63.9	62.6	61.5	59.8	57.6
(See Def. 1) WK 2	51.3	52.6	54.6	57.8	60.9	63.6	63.8	63.9	63.3	64.1	62.9	63.2	62.6	61.8	60.2	57.9

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. TUE. SEPT. 25, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. SEPT. 19, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Love Thy Neighbor ————— Wednesday Movie of the Week ————— Owen Marshall, Counselor at Law —
"SATAN'S SCHOOL FOR GIRLS" (8:30-10:00PM)

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

— Sonny and Cher Comedy Hour ————— Cannon ————— Dan August® —

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Adam 12 ————— Marooned® —————
(8:30-11:00PM)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Bob & Carol & Ted & Alice ————— Wednesday Movie of the Week ————— Owen Marshall, Counselor at Law —
"MI JACK" (8:30-10:00PM)

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

— Sonny and Cher Comedy Hour ————— Cannon ————— Dan August® —

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Adam 12 ————— Bob Hope Special ————— NBC Wednesday Mystery Movie —
(8:30-10:00PM) (Ford Motor Co.) "HARPER AND COMPANY" (9:30-11:00PM)

TV HOUSEHOLDS USING TV	WK 1	46.9	49.1	50.2	53.4	57.2	60.6	61.3	62.8	62.6	64.3	64.9	64.2	60.7	59.1	58.3	57.6
(See Def. 1)	WK 2	47.8	48.9	51.1	54.5	58.1	60.5	63.0	64.9	64.5	65.0	64.0	63.6	58.8	58.0	56.4	53.6

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. SEPT. 26, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 20, 1973

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2

4-9

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1
WK 2

50.2	51.9	53.8	57.9	64.3	67.5	70.1	72.1	73.0	74.4	74.8	74.5	71.7	69.9	65.9	62.4
46.7	49.1	51.0	54.4	58.7	62.5	65.7	68.2	64.6	64.9	64.7	64.7	60.5	59.0	56.7	52.8

U.S. TV Households: 66,200,000. *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.
(1) FOR RER. RATINGS SEE OP. PAGES. (2) FEATUETTE "WAY WE WERE" (10:30-11:00PM) SUSTAINER

EVE. THU. SEPT. 27, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

29,860
45.1

9,800
14.8

Bobby Riggs vs Billie Jean King—
Tennis Battle Of The Sexes (1)
(8:00-10:35PM)

Streets of San
Francisco (1)
(10:35-11:35PM)

18,870	26.7*	30.7*	28.5*	28.7*	7,150
28.5	42 *	44 *	39 *	39 *	10.8
40	27.9	31.1	29.1	28.9	10.7*
25.5	30.2	27.8	28.6	27.6	17 *
					10.4

20,790
31.4

30,250
45.7

The Waltons

The CBS Thursday Night Movies (1)
"BONNIE AND CLYDE" (9:00-11:15PM)

16,620	25.1	22.8*	27.3*	33.4	31.0*	32.2*	33.7*	36.9*
25.1	37	35 *	38 *	48	42 *	43 *	48 *	57 *
21.8	23.9	26.2	28.3	30.8	31.2	32.1	34.3	37.2

12,250
18.5

12,310
18.6

10,840
16.4

The Flip Wilson Show

Inside

NBC Follies

9,470	14.3	14.4*	14.2*	15.7	15.6*	15.9*	7,280	11.2*
14.3	21	22 *	20 *	21	21 *	21 *	11.0	17 *
13.9	14.9	14.3	14.2	15.0	16.2	16.3	15.5	11.3

13,840
20.9

16,350
24.7

17,280
26.1

Rock And Roll
Years
(8:00-9:00PM)

Kung Fu

Streets of San Francisco

11,120	16.8	15.6*	17.9*	21.2	20.5*	22.0*	14,430	21.5*
16.8	27	26 *	27 *	33	32 *	34 *	21.8	39 *
14.8	16.5	17.9	17.9	19.8	21.2	21.6	22.3	21.3

21,180
32.0

20,260
30.6

The Waltons

The CBS Thursday Night Movies
"KELLY'S HEROES, PART 2" (9:00-10:30PM)

17,680	26.7	25.2*	28.1*	12,510	18.9	19.7*	18.5*	19.4*	17.8*
26.7	42	42 *	43 *	31	30 *	30 *	29 *	32 *	32 *
23.9	26.5	28.4	27.8	20.6	18.7	18.2	18.7	18.9	15.8

13,900
21.0

16,880
25.5

12,710
19.2

The Flip Wilson Show

Inside

NBC Follies

10,260	15.5	15.5*	15.4*	13,170	19.9	19.5*	20.2*	7,730	14.3*
15.5	24	26 *	23 *	31	30 *	30 *	31 *	14.7	26 *
15.7	15.3	15.0	15.8	19.4	19.7	20.6	19.7	15.1	14.7

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. SEPT. 21, 1973

W

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1

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2

A-11

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TV HOUSEHOLDS USING TV WK
(See Def. 1)

12,640 19.1					10,530 15.9				9,470 14.3		9,530 14.4		9,400 14.2				
Brady Bunch		Odd Couple				Room 222				Adam's Rib		Love, American Style					
11,060		9,070		8,210		8,610		7,350									
16.7		13.7		12.4		13.0		11.1		11.8*						10.4*	
29		23		20		21		19		19*						18*	
15.8	17.5	13.4	13.9	12.1	12.7	13.1	12.8	12.2	11.5	10.9	9.9						
8,080 12.2		27,610 41.7															
Calucci's Department				Friday Night CBS Movies (1) "TORA! TORA! TORA!" (10:30-11:30PM)													
6,950		18,400															
10.5		27.8		22.5*		26.3*		28.8*		30.0*		30.2*					
18		47		37*		42*		46*		49*		52*					
10.4	10.7	22.0	23.0	25.9	26.8	28.2	29.3	30.1	30.0	30.4	30.0						
18,930 28.6		13,840 20.9		12,510 18.9		12,450 18.8		11,980 18.1									
Sanford and Son		Girl With Something Extra		Needles And Pins		Brian Keith Show		Dean Martin Comedy Hour									
16,810		11,980		11,250		10,920		9,860									
25.4		18.1		17.0		16.5		14.9		15.3*		14.6*					
44		30		27		26		25		25*		25*					
18.2	26.6	18.2	18.0	17.3	16.6	16.7	16.4	15.2	15.3	14.8	14.3						
10,920 16.5		11,650 17.6		11,650 17.6		10,000 15.1		11,720 17.7									
Brady Bunch		Odd Couple		Room 222		Adam's Rib		Love, American Style									
9,600		10,190		10,000		8,740		8,740									
14.5		15.4		15.1		13.2		13.2		12.8*		13.6*					
26		27		26		23		24		23*		26*					
14.5	14.6	14.6	16.1	15.0	15.2	13.7	12.7	12.8	12.8	13.2	14.1						
7,280 11.0		15,760 23.8					17,810 26.9										
Calucci's Department				Don't Call Me Mama Anymore (10:30-11:30PM)				Friday Night CBS Movies (2) "KELLY'S HEROES, PART 1" (9:30-10:30PM)									
6,490		10,530				13,640											
9.8		15.9		14.6*		17.3*		20.6		18.8*		22.0*		21.4*			
17		28		25*		30*		37		33*		40*		40*			
9.6	10.0	14.5	14.6	17.6	17.0	18.2	19.4	21.6	22.3	21.9	19.8						
20,990 31.7		15,230 23.0		12,710 19.2		12,710 19.2		13,900 21.0									
Sanford and Son		Girl With Something Extra		Needles And Pins		Brian Keith Show		Dean Martin Comedy Hour									
18,540		12,980		11,320		11,520		10,330									
28.0		19.6		17.1		17.4		15.6		15.4*		15.7*					
49		34		30		31		29		28*		30*					
26.4	29.7	20.4	18.8	16.7	17.4	17.0	17.8	15.6	15.3	15.3	16.1						
46.4	48.6	50.1	53.3	56.3	59.2	59.6	60.8	61.6	62.6	62.7	63.4	61.5	60.3	59.3	57.7		
43.0	47.1	49.2	52.0	55.6	58.0	57.4	58.2	57.1	57.4	56.7	57.0	55.7	55.4	53.7	50.9		

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM RATINGS SEE OP PAGES.
(2) FEATURETTE 10:50-11PM "MACINTOSH" (50S)

EVE. FRI. SEPT. 28, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. SEPT. 22, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)8,080
12.219,860
30.0

ABC TV

Partridge Family

Rosemary's Baby

(8:30-11:25PM) (1)

AVERAGE AUDIENCE
(Households (000) & %)7,150
10.812,780
19.3

17.2*

19.6*

19.3*

19.9*

20.0*

SHARE OF AUDIENCE %

18

32

28 *

32 *

31 *

33 *

34 *

AVG. AUD. BY 1/4 HR. %

10.7 11.0

16.3 18.0

19.8

19.5

19.7

19.0

19.7

TOTAL AUDIENCE
(Households (000) & %)21,650
32.716,290
24.613,110
19.811,920
18.011,650
17.6

CBS TV

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show

AVERAGE AUDIENCE
(Households (000) & %)19,990
30.214,560
22.011,780
17.810,920
16.59,400
14.2

14.6*

13.9*

SHARE OF AUDIENCE %

52

36

29

27

24

24 *

24 *

AVG. AUD. BY 1/4 HR. %

29.0 31.4

22.3 21.6

18.2

17.5

16.3

16.7

14.8

TOTAL AUDIENCE
(Households (000) & %)16,220
24.522,640
34.2

NBC TV

Emergency

NBC Saturday Night At The Movies

"COOL HAND LUKE"
(9:00-11:30PM) (1)
Chrysler Corp.AVERAGE AUDIENCE
(Households (000) & %)11,920
18.016,150
24.4

19.4*

22.3*

24.5*

24.8*

25.0*

SHARE OF AUDIENCE %

30

28 *

32 *

41

36 *

40 *

41 *

AVG. AUD. BY 1/4 HR. %

16.5 16.6

19.3 19.6

21.7

22.9

24.5

24.6

24.8

TOTAL AUDIENCE
(Households (000) & %)9,600
14.517,610
26.613,310
20.1

ABC TV

Partridge Family

ABC Suspense Movie

Griff

AVERAGE AUDIENCE
(Households (000) & %)8,470
12.812,910
19.5

15.4*

20.6*

22.6*

16.3

16.5*

16.2*

SHARE OF AUDIENCE %

22

34

26 *

35 *

40 *

30 *

31 *

AVG. AUD. BY 1/4 HR. %

12.7 12.8

15.0 15.7

20.0

21.1

22.7

22.5

17.0

TOTAL AUDIENCE
(Households (000) & %)21,780
32.916,810
25.415,820
23.915,360
23.216,750
25.3

CBS TV

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show

AVERAGE AUDIENCE
(Households (000) & %)20,060
30.315,490
23.414,560
22.014,230
21.513,700
20.7

20.9*

20.4*

SHARE OF AUDIENCE %

53

40

38

38

38

38 *

38 *

AVG. AUD. BY 1/4 HR. %

29.6 31.1

23.6 23.3

21.8

22.2

21.2

21.7

20.9

TOTAL AUDIENCE
(Households (000) & %)13,570
20.518,870
28.5

NBC TV

NBC Major League Baseball
"MONTREAL VS. PITTSBURGH"
(3:00-8:00PM) (2)

Emergency

NBC Saturday Night At The Movies

"PI" (DOLLARS)
(9:00-11:25PM) (1)
Chrysler Corp.AVERAGE AUDIENCE
(Households (000) & %)10,330
15.6

14.2*

17.0*

14.9

12.8*

16.0*

15.1*

SHARE OF AUDIENCE %

25 *

25 *

29 *

27

25 *

22 *

29 *

AVG. AUD. BY 1/4 HR. %

11.6 11.4

12.3 12.4

13.6 14.9

17.2

16.8

15.3

13.9

12.8

12.9

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

47.6	50.1	51.7	54.3	57.5	59.9	60.0	61.5	61.6	62.0	62.1	61.5	61.1	60.7	59.5	58.9
48.6	49.3	51.6	54.2	56.7	58.4	58.1	58.5	58.4	58.1	57.0	57.0	56.0	54.9	54.1	52.1

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (DR) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.
(2) RATINGS ON PAGE A27.

EVE. SAT. SEPT. 29, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. SEPT. 23, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

24,430
36.9

Funny Girl

(7:30-10:30 PM)

15,290

23.1

37

20.1

20.5*

37 *

20.8

22.4*

37 *

22.7

23.5*

37 *

23.7

23.7*

36 *

23.6

23.8*

36 *

24.0

25.0*

40 *

24.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,900

21.0

Mannix

Barnaby Jones

10,330

15.6

27

14.3

14.8*

26 *

15.3

16.4*

27 *

16.9

18.7

29

17.7

18.1*

28 *

18.5

19.4*

29 *

19.5

20.8

33

18.4

18.9*

29 *

19.4

22.7*

37 *

22.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,820

23.9

NBC Sunday Mystery Movie

"COLUMBO" (8:30-10:00 PM)

NBC News Special Report

(10:00-11:00 PM)

11,850

17.9

31

16.7

16.7*

30 *

16.8

19.1*

31 *

19.9

21.3

33

19.9

20.0*

31 *

20.4

21.8*

33 *

21.3

22.2*

34 *

22.4

22.2*

34 *

23.0

13.0

23

13.3

12.8*

21 *

13.2

13.2*

26 *

12.9

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,700

22.2

The ABC Sunday Night Movie

"THE 12TH" (8:30-10:30 PM)

11,250

17.0

30

14.7

15.2*

28 *

15.6

18.8*

31 *

19.5

22.7

35

21.7

21.8*

34 *

21.6

22.2*

34 *

22.9

23.4*

36 *

23.5

23.4*

39 *

24.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,780

19.3

Mannix

Barnaby Jones

9,800

14.8

26

14.0

14.0*

25 *

14.1

15.5*

26 *

15.6

19.0

29

16.1

17.3*

27 *

18.6

20.6*

31 *

20.6

23.4

37

20.1

20.7*

32 *

21.3

26.0*

43 *

26.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,870

28.5

NBC Sunday Mystery Movie

"MCKILLAN AND WIFE" (10:30-11:00 PM)

15,160

22.9

40

21.2

21.9*

40 *

22.6

23.9*

40 *

24.1

20.2

31

21.0

20.5*

32 *

20.0

20.1*

31 *

20.1

20.1*

31 *

20.7

19.5

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

48.1

51.6

50.8

53.5

55.1

54.1

57.0

56.2

60.0

58.5

62.5

61.5

63.3

63.3

64.8

64.8

65.9

65.5

66.9

66.3

65.7

65.9

65.2

65.0

62.6

61.7

61.3

58.7

53.6

51.6

49.4

U.S. TV Households: 65,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (CP) See Other Programs Section: Page A-34.

(1) FEATURE: 10:25-10:30 PM "NEW SEASON" SUBSTITUTION

EVE. SUN. SEPT. 30, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 1, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,680
26.7

23,240
35.1

The Rookies

ABC NFL Football Game
ATLANTA VS. DETROIT (9:00-11:00PM) (1)

14,500
21.9
33
20.0

12,580
19.0
32
20.0

20.7*
31*
22.4
22.3*
33*
21.7
21.2*
33*
18.9
18.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,140
27.4

15,360
23.2

13,900
21.0
14,900
22.5

Gunsmoke

Here's Lucy

Dick Van Dyke Show

Medical Center

14,700
22.2
33
19.8

13,570
20.5
30
20.5

12,450
18.8
28
18.9
11,320
17.1
29
17.2
17.1*
27*
17.0
16.8
17.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,310
20.1

12,910
19.5

21,580
32.6

Letsa Luck

Diana

NBC Monday Night At The Movies
DOCTORS' WIVES (9:00-10:00PM) (2)

11,650
17.6
27
18.4

11,590
17.5
26
18.4

15,490
23.4
36
23.1*
23.7*
38*
23.8*
38*
22.9*
40*
20.2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,340
27.7

26,550
40.1

The Rookies

ABC NFL Football Game
WASHINGTON VS. DALLAS (9:00-12:00AM) (1)

14,230
21.5
33
18.6

16,290
24.6
40
24.7

25.0*
37*
25.2
25.6
26.1
26.6
26.2*
38*
24.9*
39*
25.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,540
28.0

14,030
21.2

13,040
19.7
14,760
22.3

Gunsmoke

Here's Lucy

Dick Van Dyke Show

Medical Center

14,830
22.4
34
20.7

12,180
18.4
27
17.9

11,920
18.0
26
18.8
11,590
17.5
27
18.2
18.1*
27*
17.9
17.2
16.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,910
19.5

10,660
16.1

18,670
28.2

Letsa Luck

Diana

NBC Monday Night At The Movies
"YOU'LL LIKE MY MOTHER" (9:00-10:00PM) (1)

11,850
17.9
27
17.9

9,600
14.5
22
14.1

14,030
21.2
32
18.9
19.6*
29*
21.5
22.1
22.1
21.8
21.9
20.3

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 1	53.2	55.6	56.8	58.9	63.2	66.0	67.5	68.8	68.5	69.5	68.9	67.8	64.5	62.1	59.1	54.2
WK 2	54.6	55.8	58.4	61.8	64.7	66.1	66.6	67.4	67.0	68.5	68.0	68.7	67.8	65.6	63.4	59.0

U.S. TV Households: 88,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

EVE. MON. OCT. 8, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 2, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

11,390
17.2

16,150
24.4

14,700
22.2

Temperatures Rising

Tuesday Movie of the Week

"ISN'T IT SHOCKING?" (8:30-10:00PM)

Marcus Welby, M.D.

10,000
15.1

11,650
17.6

16.0*

17.4*

19.5*

13,170
19.9

20.1*

19.7*

24

26

25 *

26 *

29 *

32

32 *

32 *

14.9

15.4

15.9

16.0

16.9

17.8

19.6

19.5

19.8

20.3

20.1

19.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

18,270
27.6

20,650
31.2

18,730
28.3

Maude

Hawaii Five-0

Tuesday Night CBS Movies

"HAWKINS" (9:30-11:00PM)

16,750
25.3

17,610
26.6

25.0*

28.1*

22.1*

13,900
21.0

20.7*

20.1*

41

40

38 *

42 *

33 *

33 *

33 *

33 *

24.2

26.4

24.3

25.8

28.0

28.2

22.5

21.7

20.9

20.4

20.7

19.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

15,160
22.9

16,950
25.6

15,620
23.6

Chase

The Magician

Police Story

11,980
18.1

17,240
26.2

19.0*

20.1

21.7*

13,310
19.9

19.9*

19.9*

28

28 *

29 *

30

32 *

32

31 *

33 *

17.6

17.6

18.9

18.2

18.7

21.6

21.6

21.6

19.8

20.1

20.2

19.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

11,190
16.9

17,940
26.5

14,230
21.5

Temperatures Rising

Tuesday Movie of the Week

"SHIRTS/SKINS" (9:30-10:00PM)

Marcus Welby, M.D.

9,530
14.4

12,110
18.3

18.0*

18.0*

18.8*

12,310
18.6

18.7*

18.5*

22

27

27 *

27 *

29 *

32

31 *

32 *

13.9

14.9

17.8

18.2

18.3

17.7

18.8

18.8

18.9

19.1

18.7

18.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

20,460
30.9

23,240
35.1

20,060
30.3

Maude

Hawaii Five-0

Tuesday Night CBS Movies

"SHAFT" (9:30-11:00PM)

18,800
28.4

19,070
28.8

27.7*

29.9*

22.3

14,760
22.3

22.5*

20.7*

44

43

41 *

45 *

36

36 *

37 *

36 *

27.3

29.4

27.3

28.1

29.9

29.9

24.2

23.2

23.1

22.0

21.4

20.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

14,370
21.7

13,840
20.9

12,710
19.2

Chase

The Magician

Police Story

10,530
15.9

15.5*

16.4*

16.4

17.5*

10,190
15.4

15.3*

15.6*

24

24 *

25 *

25

23 *

26

25 *

27 *

15.1

15.9

16.6

16.1

15.0

15.6

17.7

17.3

15.1

15.6

15.6

15.5

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

52.4	54.6	55.7	57.6	61.0	63.1	64.4	66.2	66.5	67.7	67.7	66.4	63.7	62.9	62.2	59.4
51.9	55.3	56.7	59.5	62.8	66.2	66.6	67.1	66.8	67.2	66.3	65.5	61.6	60.2	58.2	56.2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Report, see page 8. (OP) See Other Programs Section, Page A-34.

EVE. TUE. OCT. 9, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 3, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					6,550 9.9			15,690 23.7					11,250 17.0				
	ABC TV					Bob & Carol & Ted & Alice		Wednesday Movie of the Week "LETTERS FROM THREE LOVERS" (8:30-10:00PM)						Owen Marshall, Counselor at Law				
	AVERAGE AUDIENCE (Households (000) & %)					5,760 8.7	11,450 17.3		14.5*	18.3*		19.2*		14.4	14.3*	14.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					15 8.5	27 13.5		24 *	29 *		30 *		25	24 *	25 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,130 28.9			16,350 24.7					15,230 23.0				
	CBS TV					Sonny and Cher Comedy Hour		Cannon						Dan August				
	AVERAGE AUDIENCE (Households (000) & %)					13,840 20.9	20.1*		21.8*	20.3*		21.1*		19.7	19.9*	19.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					35 19.9	35 *		36 *	32		33 *		34	33 *	34 *		
W E K 3	TOTAL AUDIENCE (Households (000) & %)					16,750 25.3			18,930 28.6					16,480 24.9				
	NBC TV					Adam 12		NBC Wednesday Mystery Movie "MANAGER" (8:00-10:00PM)						Love Story				
	AVERAGE AUDIENCE (Households (000) & %)					14,700 22.2	13,700 20.7		20.2*	21.1*		20.8*		20.9	21.6*	20.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					34 20.9	33 *		33 *	37 *		32 *		36	35 *	35 *		
W E K 4	TOTAL AUDIENCE (Households (000) & %)					8,340 12.6			16,220 24.5					17,740 26.8				
	ABC TV					Bob & Carol & Ted & Alice		Wednesday Movie of the Week "DON'T BE AFRAID OF THE DARK" (8:30-10:00PM)						Doc Elliot (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					6,620 10.0	12,250 18.5		17.2*	19.0*		19.5*		22.3	21.6*	23.1*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					16 9.9	28 10.0		27 *	29 *		29 *		38	36 *	41 *		
W E K 5	TOTAL AUDIENCE (Households (000) & %)					21,250 32.1			18,270 27.6					16,020 24.2				
	CBS TV					Sonny and Cher Comedy Hour		Cannon						CBS News Special "AGNEW RESIGNS" (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					15,160 22.9	21.7*		24.2*	23.4		24.3*		17.1	18.8*	15.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 21.3	34 *		37 *	36		37 *		29	31 *	28 *		
W E K 6	TOTAL AUDIENCE (Households (000) & %)					17,810 26.9			16,290 24.6					12,710 19.2				
	NBC TV					Agnew Resignation (SUSTAINER)		Adam 12		NBC Wednesday Mystery Movie "TENEFY" (8:30-10:00PM)				Love Story				
	AVERAGE AUDIENCE (Households (000) & %)					15,620 23.6	11,650 17.6		18.0*	18.0*		16.9*		14.6	14.8*	14.3*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					38 22.6	27 17.7		28 *	28 *		26 *		25	24 *	25 *		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		45.5	48.2	51.6	54.4	57.1	59.1	60.4	62.2	62.8	64.3	64.9	64.1	60.6	59.3	58.1	55.8	
WK 2		54.4	56.6	58.3	61.1	62.4	63.4	64.0	65.3	64.7	65.4	66.3	66.0	61.7	59.7	58.0	54.4	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. OCT. 4, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 66,200,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. THU. OCT. 11, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 5, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

12,380 18.7	11,980 18.1	11,650 17.6	10,460 15.8	11,120 16.8													
Brady Bunch	Odd Couple	Room 222	✓ Adam's Rib	Love, American Style													
10,790 16.3	10,860 16.4	9,860 14.9	9,270 14.0	8,610 13.0	13.1*												
28	28	26	24	24	23*												
15.8	16.8	16.2	16.7	14.3	15.6	14.1	13.9	13.1	13.2	13.1							

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

6,620 10.0	12,310 18.6	21,910 33.1															
✓ Calucci's Department	✓ Roll Out																
5,630 8.5	10,920 16.5	13,900 21.0	21.6*		21.5*												
15	28	37	37*		37*												
8.4	8.5	15.8	17.2	21.7	21.6	21.3	21.8	21.9	20.3	20.0							

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

20,520 31.0	13,840 20.9	10,190 15.4	11,650 17.6	12,780 19.3													
Sanford and Son	Girl With Something Extra	✓ Needles And Pins	Brian Keith Show	Dean Martin Comedy Hour													
18,800 28.4	12,110 18.3	8,670 13.1	10,260 15.5	10,660 16.1	16.2*												
49	31	22	27	29	29*												
12.3	12.5	12.5	12.5	12.5	12.5												

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

12,840 19.4	12,380 18.7																
Brady Bunch	Odd Couple	Nixon Speech ABC (SUS)	Nixon Analysis ABC (SUS)	Love, American Style													
11,590 17.5	11,190 16.9																
29	27																
16.8	18.1	17.0	16.9														

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

6,020 9.1	11,320 17.1																
Calucci's Department	Roll Out	Nixon Speech CBS (SUS)	Nixon Analysis CBS (SUS)	Don August (10:00-11:00PM)													
5,560 8.4	9,930 15.0	12,710 19.2															
14	24	31															
8.0	8.8	16.2	15.8														

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY % HR. %

20,720 31.3	15,820 23.9																
Sanford and Son	Girl With Something Extra	Nixon Speech NBC (SUS)	Nixon Analysis NBC (SUS)	Brian Keith Show	Dean Martin Comedy Hour												
19,130 28.9	14,370 21.7																
48	35																
28.5	29.3	21.6	21.7														

TV HOUSEHOLDS USING TV	WK 1	WK 2	44.0	45.3	48.1	51.3	56.0	58.8	58.8	60.0	58.7	58.1	57.2	57.5	57.0	56.1	54.7	53.0
(See Def. 1)			48.8	50.2	51.6	54.4	58.7	60.9	61.0	62.4	64.8	63.8	62.2	59.7	57.2	55.7	54.0	53.0

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (CP) See Other Programs Section: Page A-34.

(1) FOR RATINGS FROM 10:00-10:30PM, SEE OF PAGES.
(2) FOR REAL RATINGS SEE OF PAGES.

EVE. FRI. OCT. 12, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 6, 1973

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)		7,410 11.2		12,130 18.7										9,730 14.7				
	ABC TV		Partridge Family		ABC Suspense Movie "THE ALPHA CAPER" (8:30-10:00PM)								Griff						
	AVERAGE AUDIENCE (Households (000) & %)		6,550 9.9		8,210 12.4		11.6*		12.4*		13.2*		7,550 11.4		11.3*		11.5*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		17 9.5		21 10.3		20 *		21 *		23 *		21 11.0		20 *		21 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)		22,510 34.0		17,740 26.8		17,280 26.1		15,360 23.2		16,090 24.3								
	CBS TV		All In The Family		M*A*S*H		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show								
	AVERAGE AUDIENCE (Households (000) & %)		20,650 31.2		16,150 24.4		15,690 23.7		14,370 21.7		12,840 19.4				19.4*		19.3*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		54 30.7		41 24.4		40 24.0		37 23.3		35 21.6				34 *		34 *		
W E K 1	TOTAL AUDIENCE (Households (000) & %)		15,890 24.0				20,190 30.5												
	NBC TV		Emergency		NBC Saturday Night At The Movies "SUPPORT YOUR LOCAL SHERIFF" (10:00-11:00PM) (CHRYSLER CORP.)														
	AVERAGE AUDIENCE (Households (000) & %)		12,180 18.4		14,500 21.9		20.4*		21.7*		23.4*		22.4*						
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		32 18.4		35 *		35 *		37 *		41 *		41 *						
W E K 2	TOTAL AUDIENCE (Households (000) & %)		7,150 10.8		17,380 26.6								12,780 19.3						
	ABC TV		Partridge Family		ABC Suspense Movie "DOUBLE IDENTITY" (8:30-10:00PM)								Griff						
	AVERAGE AUDIENCE (Households (000) & %)		6,020 9.1		8,340 12.6		10.0*		13.1*		14.6*		10,660 16.1		15.6*		16.7*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		15 9.2		22 9.6		17 *		23 *		25 *		30 15.1		28 *		31 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)		23,100 34.9		19,070 28.8		18,930 28.6		17,540 26.5		17,540 26.5								
	CBS TV		All In The Family		M*A*S*H		Mary Tyler Moore Show		Bob Newhart Show		Carol Burnett Show								
	AVERAGE AUDIENCE (Households (000) & %)		21,180 32.0		17,680 26.7		16,950 25.6		16,480 24.9		14,700 22.2				22.5*		21.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		54 31.2		45 27.2		44 25.3		43 25.9		41 24.9				40 *		41 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)		16,480 24.9				15,950 24.1												
	NBC TV		Emergency		NBC Saturday Night At The Movies "THE ANDERSON TAPES" (9:00-10:00PM) (R)														
	AVERAGE AUDIENCE (Households (000) & %)		12,180 18.4		10,060 15.2		16.8*		15.2*		14.4*				13.9*				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		31 16.1		27 17.2		29 *		26 *		26 *				26 *		26 *		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)			49.4	51.1	52.5	54.4	56.9	58.9	58.5	59.3	58.7	58.8	58.4	58.1	56.8	56.5	55.3	53.0	
WK 2			52.1	53.6	55.8	56.7	58.7	60.4	59.5	59.5	58.0	58.3	58.3	57.6	56.0	55.5	53.6	52.7	

U. S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE "A BIG HAND FOR THE LITTLE LADY" (7:30-8:00PM) (SUS.)

EVE. SAT. OCT. 13, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 7, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)14,100
21.1 20,170
30.4

ABC TV

The F.B.I.

ABC Sunday Night Movie

"HANG 'EM HIGH" (8:30-10:30PM)

AVERAGE AUDIENCE
(Households (000) & %)10,530
15.9 14.6* 17.3* 23.6
15,620

SHARE OF AUDIENCE %

28 26 * 29 * 36

AVG. AUD. BY 1/4 HR. %

13.8 15.3 16.9 17.7 20.2

21.2* 23.8* 24.8* 24.7*

33 * 36 * 38 *

22.3 23.4 24.2 24.8 24.7 25.2 24.3

TOTAL AUDIENCE
(Households (000) & %)12,180
18.4 12,580
19.0

CBS TV

The New Perry Mason

Mannix

Barnaby Jones

AVERAGE AUDIENCE
(Households (000) & %)8,870
13.4 13.0* 13.8* 16.4
10,860

SHARE OF AUDIENCE %

23 23 * 23 * 25

AVG. AUD. BY 1/4 HR. %

12.8 13.2 13.7 13.9 14.6

9,670 17.3* 14.6 14.7* 14.5*

26 * 23 22 * 23 *

17.4 17.1 15.0 14.4 14.3 14.7

TOTAL AUDIENCE
(Households (000) & %)20,360
30.3 20,260
30.6

NBC TV

The Wonderful World of Disney
"MUSTANG" PART INBC Sunday Mystery Movie
"COLUMBO" (8:30-10:30PM)AVERAGE AUDIENCE
(Households (000) & %)15,690
23.7 22.5* 25.0* 24.0
15,890

SHARE OF AUDIENCE %

41 40 * 42 * 37

AVG. AUD. BY 1/4 HR. %

27.1 22.9 24.2 24.9 23.5

23.9* 24.1* 23.1*

26 * 38 * 36 *

22.6 24.1 24.9 24.9 24.7 24.3

TOTAL AUDIENCE
(Households (000) & %)13,040
19.7 14,370
21.7

ABC TV

The F.B.I.

ABC Sunday Night Movie

"JOHN AND MARY" (8:30-10:15PM)

AVERAGE AUDIENCE
(Households (000) & %)10,130
15.3 14.0* 16.6* 12.5
8,280

SHARE OF AUDIENCE %

25 24 * 26 * 19

AVG. AUD. BY 1/4 HR. %

13.2 14.8 16.3 16.9 13.0

12.2* 12.5*

19 * 20 *

12.4 11.9 12.8 12.2 11.8

TOTAL AUDIENCE
(Households (000) & %)10,860
16.4 18,730
29.3

CBS TV

The New Perry Mason

Mannix

Barnaby Jones

AVERAGE AUDIENCE
(Households (000) & %)7,610
11.5 10.5* 12.6* 22.0
14,560

SHARE OF AUDIENCE %

19 18 * 20 * 34

AVG. AUD. BY 1/4 HR. %

13.4 10.6 12.2 13.0 16.8

14,830 24.3* 22.4 22.1* 22.8*

38 * 36 35 * 37 *

24.4 24.2 24.4 21.8 22.4 22.5 23.0

TOTAL AUDIENCE
(Households (000) & %)26,380
39.4

NBC TV

World Series Game
NEW YORK METS VS. OAKLAND (4:15-8:45PM)

NBC Sunday Mystery Movie

"MCCLLOUD" (8:45-10:45PM)

AVERAGE AUDIENCE
(Households (000) & %)31.5* 34.7* 34.8* 16,810
56 * 59 * 56 *

SHARE OF AUDIENCE %

30.5 32.6 34.7 34.7 34.5 35.2 36.3 24.8

24.4* 25.8* 27.0*

37 * 41 * 44 *

24.3 24.5 25.7 26.0 26.9 27.1 24.2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

50.4	53.4	54.8	56.9	58.8	60.6	62.1	64.6	65.9	66.5	66.4	65.8	65.5	61.3	50.8	47.7
54.4	57.4	58.8	59.6	61.6	64.1	66.6	65.6	64.9	64.8	63.6	62.9	63.0	59.7	53.0	47.3

U.S. TV Households: 66,200,000

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.
(1) AMERICANS ALL (10:15-10:30PM) (S) FOR RATINGS SEE OF PAGES.
(2) FEATUETTE "UNITED WAY MESSAGE" (10:30-10:30PM) (S) (SUS)

EVE. SUN. OCT. 14, 1973

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2

A-15

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 15, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Agnew
Speech
(SUS)

(1)

The Rookies

ABC NFL Football Game

"MIAMI VS. CLEVELAND" (9:00-11:40PM) (2)

17,740
26.8

23,770
35.9

14,430

21.8

20.0*

23.5*

22.6

23.8*

24.5*

21.1*

21.7*

31

29 *

33 *

36

35 *

36 *

32 *

33 *

18.9

21.1

23.3

23.8

23.9

24.7

22.0

21.5

21.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Agnew
Speech
(SUS)

(1)

You're Not Elected
Charlie Brown
(8:00-8:30PM)

Dr. Seuss
On The Loose
(8:30-9:00PM)

Here's Lucy

Dick Van Dyke Show

Country Music
Awards
(10:00-11:00PM)

15,490

23.4

34

23.2

23.6

23.8

24.0

20.2

19.1

17.5

18.6

20.7

21.2*

23.4

33

23.9

28

20.2

19.1

17.5

18.6

20.7

21.3

21.9

21.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Agnew
Speech
(SUS)

(1)

Lois Luck

Diana

NBC Monday Night At The Movies

"WITH SIX YOU GET EGGROLL" (9:00-11:00PM) (2)

12,110

18.3

26

10,790

16.3

23

13,370

20.2

20.1*

21.1*

20.1*

19.2*

26

23

30

29 *

31 *

31 *

31 *

31 *

31 *

31 *

31 *

10.9

11.4

12.5

12.1

12.7

12.4

12.9

12.4

12.9

12.9

12.9

12.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

18,950

26.7

23,570

35.6

13,110

19.8

19.2*

20.4*

20.4

21.3*

22.4*

21.7*

20.2*

30

29 *

30 *

34

32 *

33 *

32 *

32 *

32 *

32 *

32 *

19.0

19.4

20.2

20.5

20.7

21.9

22.4

22.4

21.9

21.4

20.2

20.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

16,420

24.8

14,370

21.7

13,370

20.2

14,960

22.6

13,900

21.0

20.3*

21.7*

19.5

12,910

18.4

12,180

18.7*

19.3*

31

30 *

31 *

28

27

27

29 *

29 *

29 *

29 *

29 *

19.5

21.0

22.0

21.3

18.9

20.0

18.7

18.0

18.6

18.9

19.3

19.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

16,550

25.0

19,860

30.0

12,840

19.4

19.0*

19.7*

22.3

21.5*

22.5*

22.7*

22.3*

28

28 *

29 *

34

31 *

33 *

35 *

35 *

35 *

35 *

35 *

19.1

19.0

19.2

20.2

21.4

21.6

22.6

22.4

22.8

22.7

22.6

21.9

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1
WK 2

56.8
58.0

61.3
59.8

66.1
60.9

67.2
63.7

68.2
66.9

70.2
67.9

70.8
68.2

72.0
69.9

70.4
68.6

69.9
69.2

69.0
69.0

68.2
68.2

66.0
65.2

63.9
63.8

62.3
61.7

60.8
58.4

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) SPEECH ANALYSIS (7:50-8:00PM) (SUS)
(2) FOR REV. RATINGS SEE OP. PAGES
(3) FEATUREITE (10:55-11:00PM) (YOURS, MINE AND OURS) (SUS)

EVE. MON. OCT. 22, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 16, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	12,110 18.3				17,870 27.0				15,090 22.8																																								
	ABC TV																																																	
	AVERAGE AUDIENCE (Households (000) & %)	10,390 15.7				11,450 17.3				13,240 20.0*																																								
	SHARE OF AUDIENCE %	23				25				29 *																																								
	AVG. AUD. BY 1/4 HR. %	15.4				15.9				16.3				15.3				16.2				16.8				20.0				19.1				19.5				20.5				20.5				19.4				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	16,150 24.4				16,480 24.9				12,840 19.4																																								
	CBS TV																																																	
	AVERAGE AUDIENCE (Households (000) & %)	14,300 21.6				13,440 20.3				8,340 12.6									13.9*				12.7*				11.3*																							
	SHARE OF AUDIENCE %	32				29				27 *									30 *				19				20 *				13.6				13.4				12.1				11.5				11.0			
	AVG. AUD. BY 1/4 HR. %	20.4				22.9				18.9				19.7				21.5				21.1				14.2				13.6				13.4				12.1				11.5				11.0				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	15,420 23.3				34,230 51.7																																												
	NBC TV																																																	
	AVERAGE AUDIENCE (Households (000) & %)	14,960 22.6				22,240 33.6													33.8*				35.0*				34.8*				35.0*																			
	SHARE OF AUDIENCE %	36				52													33.8*				35.0*				34.8*				35.0*																			
	AVG. AUD. BY 1/4 HR. %	22.4				25.0													23.9				23.0				24.5				25.0				25.0				25.0				25.0				25.0			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	13,240 20.0				17,000 25.9				18,870 27.0																																								
	ABC TV																																																	
	AVERAGE AUDIENCE (Households (000) & %)	13,240 20.0				17,000 25.9				18,870 27.0																																								
	SHARE OF AUDIENCE %	31				28 *				33 *									22.1*				10,460				20.1*				20.4*				20.0*															
	AVG. AUD. BY 1/4 HR. %	18.5				17.4				19.2				21.3				21.2				22.4				21.7				16.4				16.0				15.6				15.1								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	17,150 25.9				19,790 29.9				17,870 27.0																																								
	CBS TV																																																	
	AVERAGE AUDIENCE (Households (000) & %)	15,290 23.1				16,290 24.6				13,370 20.2									20.1*				20.4*				20.0*																							
	SHARE OF AUDIENCE %	37				38				39 *									39 *				34				31 *				20.4*				20.3				20.4				19.7							
	AVG. AUD. BY 1/4 HR. %	22.4				23.7				23.6				23.8				25.5				25.4				20.1				20.2				20.5				20.3				20.4				19.7				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	13,310 20.1				13,110 19.8				12,250 18.5																																								
	NBC TV																																																	
	AVERAGE AUDIENCE (Households (000) & %)	10,000 15.1				9,600 14.5				10,460 15.8									15.8*				16.2*				15.3*																							
	SHARE OF AUDIENCE %	24				23 *				20 *									25 *				28				27 *				28 *																			
	AVG. AUD. BY 1/4 HR. %	15.3				15.4				15.2				14.5				13.0				13.5				15.6				16.1				16.7				15.7				15.6				15.0				
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.7	58.5	61.2	63.5	66.7	69.6	70.0	70.3	70.4	70.7	68.6	67.4	65.6	64.8	62.2	60.1																																	
WK 2		53.2	56.0	56.5	58.5	61.0	62.7	63.3	64.5	65.3	65.5	65.0	63.8	60.2	58.2	56.3	53.5																																	

U. S. TV Households: 64,800,000 *Half-hour ratings for immediately preceding and subject quarter-hours. (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.

(2) MOVIE OF THE WEEK PREVIEW (9:55-10:00PM) (SUSPENSE)

EVE. TUE. OCT. 23, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 17, 1973

W
E
E
K

1

W
E
E
K
2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Bob & Carol &
Ted & Alice

Wednesday Movie of the Week

THE MAN WHO COULD FLY TO FOX (9:30-10:00PM)

Owen Marshall, Counselor at Law

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Sonny and Cher Comedy Hour

Cannon

Dan August

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

World Series
Pre Game
(8:00-
8:15PM)

World Series Game
OAKLAND VS NEW YORK YANKEES
(8:15-11:30PM) (1)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Bob & Carol &
Ted & Alice

Wednesday Movie of the Week

"EQ ASK ALICE" (8:30-10:00PM)

Owen Marshall, Counselor at Law

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Sonny and Cher Comedy Hour

Cannon

Kojack

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Adam 12

NBC Wednesday Mystery Movie

"FARADAY AND COMPANY" (8:30-10:00PM)

Love Story

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 1	54.4	55.7	56.7	58.3	62.0	63.2	65.8	67.5	67.6	67.7	68.6	68.8	66.2	63.9	61.6	59.6
WK 2	54.7	56.7	58.1	60.4	62.3	63.0	64.3	65.0	64.2	64.7	65.3	64.5	59.5	58.3	56.2	53.9

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

1. FOR REMAINING RATINGS SEE OF PAGES

EVE. WED. OCT. 24, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. OCT. 18, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)11,190
16.98,740
13.2

ABC TV

Tama ABC News Closeup on West Virginia Streets of San Francisco

AVERAGE AUDIENCE
(Households (000) & %)

8,080

6,880

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12.2

12.1*

12.3*

10.4

10.0*

10.9*

19

19 *

18 *

17

16 *

18 *

11.7

12.6

12.5

12.2

9.4

10.5

10.9

10.9

TOTAL AUDIENCE
(Households (000) & %)21,580
32.617,150
25.9

CBS TV

The Waltons The CBS Thursday Night Movies

AVERAGE AUDIENCE
(Households (000) & %)

17,210

11,980

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

26.0

25.0*

27.0*

18.1

18.6*

19.0*

18.2*

16.6*

40

39 *

40 *

28

28 *

28 *

28 *

27 *

24.1

25.9

27.0

27.0

18.6

18.6

19.0

19.0

18.7

17.8

17.3

16.0

TOTAL AUDIENCE
(Households (000) & %)13,040
19.732,900
49.7

NBC TV

WORLD SERIES PRE-GAME (8:00-8:15PM) World Series Game OAKLAND VS. NEW YORK METS (8:15-8:30PM)

AVERAGE AUDIENCE
(Households (000) & %)

12,580

21,580

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

19.0

32.6

26.8*

33.2*

35.6*

34.0*

36.3*

33

50

41 *

51 *

53 *

54 *

54 *

56 *

18.0

21.8

25.6

27.0

32.5

35.0

34.8

38.3

38.3

36.3

35.6

36.5

36.2

TOTAL AUDIENCE
(Households (000) & %)12,710
19.217,940
27.119,200
29.0

ABC TV

Tama Kung Fu Streets of San Francisco

AVERAGE AUDIENCE
(Households (000) & %)

10,390

14,830

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

15.7

14.6*

16.8*

22.4

21.7*

23.1*

17,280

26.1

26.0*

24

28 *

25 *

34

33 *

35 *

43

42 *

44 *

14.0

15.3

16.2

17.4

21.2

22.2

22.9

23.3

25.9

26.2

26.5

25.6

TOTAL AUDIENCE
(Households (000) & %)22,110
33.414,830
22.4

CBS TV

The Waltons The CBS Thursday Night Movies

AVERAGE AUDIENCE
(Households (000) & %)

19,070

10,000

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

28.8

28.3*

29.3*

15.1

15.8*

15.2*

15.1*

14.3*

44

44 *

44 *

24

24 *

23 *

43

25 *

24 *

26.8

29.7

29.8

28.8

16.2

15.5

15.5

14.9

15.2

15.0

14.5

14.1

TOTAL AUDIENCE
(Households (000) & %)14,900
22.517,280
26.111,390
17.2

NBC TV

The Flip Wilson Show Ironside NBC Follies

AVERAGE AUDIENCE
(Households (000) & %)

11,850

14,430

8,800

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

17.9

17.3*

18.6*

21.8

21.9*

21.8*

13.3

13.0*

27

27 *

28 *

33

33 *

33 *

22

22 *

22 *

17.4

17.2

18.1

19.1

21.5

22.3

22.4

21.2

13.8

13.4

13.0

12.9

TV HOUSEHOLDS USING TV	WK 1	WK 2	53.7	55.3	56.9	59.3	62.7	64.7	67.1	67.7	66.3	66.3	67.1	67.0	65.3	63.6	62.2	60.0
(See Def. 1)	WK 2	53.9	55.7	56.8	58.8	62.5	65.0	65.9	67.0	66.4	66.8	67.3	66.3	66.3	62.3	60.9	59.4	57.7

U.S. TV Households: 64,800,000 *Half-hour ratings for limited city pre-calling and subject quarter-hours. (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

EVE. THU. OCT. 25, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 19, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,450 17.3		12,050 18.2		12,780 19.3				14,170 21.4				
	ABC TV						Brady Bunch	Odd Couple		Adam's Rib (9:00-10:00PM)								Love, American Style
	AVERAGE AUDIENCE (Households (000) & %)					10,330 15.6		10,720 16.2		9,530 14.4				11,390 17.2				17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 15.5		29 15.7		26 14.2		25* 14.1		26* 14.3		33 17.6	32* 17.8	34* 16.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					5,430 8.2		7,940 12.0		14,230 21.5				8,610 13.0				
	CBS TV						Calucci's Department	Roll Out		Shape Of Things (9:00-10:00PM)								The Israelis (10:00-11:00PM)
	AVERAGE AUDIENCE (Households (000) & %)					4,570 6.9		6,950 10.5		10,330 15.6				5,490 8.3				8.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12 6.9		19 6.9		28 15.1		28* 15.8		28* 15.6		16 9.4	16* 7.8	16* 7.7
W E K 3	TOTAL AUDIENCE (Households (000) & %)					19,660 29.7		14,430 21.8		10,590 16.0		11,190 16.9		15,890 24.0				
	NBC TV						Sanford and Son	Lotsa Luck (8:30-9:00PM)		Girl With Something Extra		Brian Keith Show		Dean Martin Comedy Hour				
	AVERAGE AUDIENCE (Households (000) & %)					18,010 27.2		12,840 19.4		9,600 14.5		10,060 15.2		12,640 19.1				19.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					68 26.2		34 28.8		26 20.3		27 21.8		37 28.8		36* 19.1	36* 19.2	38* 19.2
W E K 4	TOTAL AUDIENCE (Households (000) & %)					13,370 20.5		13,870 19.9		7,880 11.9		7,120 11.0		8,080 12.2				
	ABC TV						Nixon Press Conference (7:00-7:40PM) (SUSTAINER)	Brady Bunch	Odd Couple	Room 222		Adam's Rib		Love, American Style				
	AVERAGE AUDIENCE (Households (000) & %)					11,980 18.1		11,920 18.0		7,020 10.6		6,360 9.6		5,890 8.9				8.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 17.7		30 18.6		17 10.6		16 9.6		15 9.0		15* 9.1	15* 8.9	15* 8.8
W E K 5	TOTAL AUDIENCE (Households (000) & %)					5,830 8.8		11,590 17.5		27,670 41.8								
	CBS TV						Nixon Press Conference (7:00-7:40PM) (SUSTAINER)	Nixon Analysis (7:40-8:00PM) (SUSTAINER)	Calucci's Department	Roll Out				Friday Night CBS Movies (9:00-10:55PM)				(2)
	AVERAGE AUDIENCE (Households (000) & %)					4,970 7.5		10,260 15.5		21,580 32.6								
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					13 7.8		26 7.2		54 29.4		30.6* 31.8		32.7* 32.8		34.1* 34.4	35* 34.1	33.1* 31.6
W E K 6	TOTAL AUDIENCE (Households (000) & %)					20,590 31.1		13,640 20.6		8,670 13.1		9,140 13.8		12,780 19.3				
	NBC TV						Nixon Press Conference (7:00-7:40PM) (SUSTAINER)	Nixon Analysis (7:40-8:00PM) (SUSTAINER)	Sanford and Son	Girl With Something Extra	Needles And Pins	Brian Keith Show		Dean Martin Comedy Hour				
	AVERAGE AUDIENCE (Households (000) & %)					18,930 28.6		12,450 18.8		7,750 11.7		8,010 12.1		9,800 14.8				15.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					48 27.6		31 19.3		19 12.2		20 12.1		25 14.1		23* 14.7	26* 14.8	26* 15.7
TV HOUSEHOLDS USING TV		WK 1	45.9	47.7	49.5	52.6	55.8	57.4	56.4	56.9	55.9	56.1	55.7	55.9	53.7	52.1	51.1	51.0
(See Def. 1)		WK 2	53.6	56.0	58.3	58.3	59.4	60.5	60.3	60.7	60.6	61.7	61.4	61.8	62.0	61.5	60.2	57.0

U.S. TV Households: 64,800,000 * Half-hour ratings for immediately preceding and subject quarter-hours. (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) NIXON ANALYSIS (7:40-8:00PM) (SUSTAINER)
(2) FEATURETTE, CBS (10:55-11:00PM) (SUSTAINER)

EVE. FRI. OCT. 26, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 20, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)7,550
11.414,030
21.211,650
17.6

ABC TV

Partridge Family

ABC Suspense Movie

Griff

AVERAGE AUDIENCE
(Households (000) & %)6,220
9.49,860
14.912,110
18.1*14,030
21.2*9,470
14.314,030
21.2*14,550
21.9*SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %16
9.125
9.720
11.827
12.527
15.529
16.426
16.825
16.425
14.227
13.927
14.6TOTAL AUDIENCE
(Households (000) & %)21,450
32.417,870
27.015,760
23.815,030
22.715,760
23.8

CBS TV

All in The Family

M*A*S*H

Mary Tyler Moore Show

Bob Newhart Show

Carol Burnett Show

AVERAGE AUDIENCE
(Households (000) & %)19,860
30.016,620
25.114,630
22.114,170
21.412,780
19.319,990
29.9*18,790
28.7*SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %51
29.142
31.038
25.537
24.735
22.135
22.236
21.336
21.636
19.936
19.936
18.7TOTAL AUDIENCE
(Households (000) & %)16,820
25.117,210
26.0

NBC TV

Emergency

NBC Saturday Night At The Movies

AVERAGE AUDIENCE
(Households (000) & %)12,450
18.817,550
26.3*20,110
30.1*11,780
17.818,330
27.5*17,770
26.6*17,770
26.6*17,770
26.6*17,770
26.6*17,770
26.6*17,770
26.6*SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %32
19.730
26.334
30.131
17.831
27.531
26.631
26.631
26.631
26.631
26.631
26.6TOTAL AUDIENCE
(Households (000) & %)7,280
11.012,110
18.19,000
13.6

ABC TV

Partridge Family

ABC Suspense Movie

Griff

AVERAGE AUDIENCE
(Households (000) & %)6,490
9.88,140
12.310,110
15.1*13,330
20.0*13,330
20.0*7,940
11.912,000
18.0*12,000
18.0*SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %16
9.510
10.016
9.922
10.222
13.022
13.622
13.720
13.520
11.920
12.021
12.0TOTAL AUDIENCE
(Households (000) & %)23,300
35.219,730
29.814,760
22.314,230
21.515,620
23.6

CBS TV

All in The Family

M*A*S*H

Mary Tyler Moore Show

Bob Newhart Show

Carol Burnett Show

AVERAGE AUDIENCE
(Households (000) & %)21,120
31.918,070
27.313,840
20.913,370
20.212,580
19.019,550
29.1*18,550
27.9*SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %52
30.844
33.134
27.733
26.933
21.133
20.632
20.032
20.533
19.933
19.232
19.1TOTAL AUDIENCE
(Households (000) & %)16,750
25.323,700
35.8

NBC TV

Emergency

NBC Saturday Night At The Movies

AVERAGE AUDIENCE
(Households (000) & %)13,310
20.118,070
27.3*22,110
33.1*17,150
25.924,880
37.2*25,770
38.6*26,440
39.6*26,440
39.6*26,440
39.6*26,440
39.6*26,440
39.6*SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %32
17.529
18.536
21.843
22.440
24.441
25.241
25.944
25.544
26.544
26.445
26.1

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	50.2	52.6	52.1	54.7	53.9	55.8	58.3	59.8	59.5	59.6	58.9	58.2	57.8	57.3	55.9	55.8	54.6	52.5	52.5	52.5

U.S. TV Households: 64,800,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE "A BIG HAND FOR THE LITTLE LADY'S" "THE BRIDGE AT REMAGEN" (8:30-11:00PM)
(2) REM. RATINGS SEE PAGE 34

EVE. SAT. OCT. 27, 1973

NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 21, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

15,160
27.9

19,790
29.9

ABC TV

The F.B.I.

ABC Sunday Night Movie

THE LOVE STORY (8:30-10:30PM) (R)

AVERAGE AUDIENCE
(Households (000) & %)

11,650
17.6 16.1* 19.0* 19.5

12,910
18.2*

SHARE OF AUDIENCE %

29 27* 31* 30

28*

AVG. AUD. BY 1/4 HR. %

15.6 16.7 18.5 19.5 18.3

18.1 18.4 18.9 19.1 19.8 21.9 21.5

TOTAL AUDIENCE
(Households (000) & %)

11,850
17.9

15,890
24.0

19,260
29.1

CBS TV

The New Perry Mason

Mannix

Barnaby Jones

AVERAGE AUDIENCE
(Households (000) & %)

8,870
13.4 13.0*

13,500
20.4

15,360
23.2

SHARE OF AUDIENCE %

22 22* 22* 31

30*

21.5* 21.6 21.5

AVG. AUD. BY 1/4 HR. %

12.6 13.5 13.6 13.9 18.5

20.2 21.3 21.6 20.4 21.5 25.7 25.1

TOTAL AUDIENCE
(Households (000) & %)

19,730
29.8

20,120
30.4

11,850
17.9

NBC TV

World Series Post (Bus)
The Wonderful World of Disney
PRINCE OF THE CASTLES (8:00-8:30PM)

NBC Sunday Mystery Movie
"MAC MILLAN AND WIFE" (8:30-10:00PM)

Long Winter Of Henry Aaron
(10:00-11:00PM)
(Gulf Oil Corp.)

AVERAGE AUDIENCE
(Households (000) & %)

15,820
23.9 23.8*

15,560
23.5

8,470
12.8

SHARE OF AUDIENCE %

39 30* 39* 36*

37*

23.7* 23.0* 35* 12.2 12.6*

AVG. AUD. BY 1/4 HR. %

23.2 23.2 23.6 23.8 24.1 22.0 21.5 21.5 21.5 21.5 21.5 21.5

23.2 23.6 23.8 24.1 22.0 21.5 21.5 21.5 21.5 21.5 21.5

23.2 23.6 23.8 24.1 22.0 21.5 21.5 21.5 21.5 21.5 21.5

TOTAL AUDIENCE
(Households (000) & %)

14,100
21.3

18,930
28.6

ABC TV

The F.B.I.

ABC Sunday Night Movie

"THE ORGANIZATION" (8:30-10:30PM)

AVERAGE AUDIENCE
(Households (000) & %)

11,650
17.6 16.8*

12,640
19.1

19.1*

SHARE OF AUDIENCE %

27 26* 28* 30

29*

19.2* 19.2* 19.2* 19.2* 19.2* 19.2* 19.2* 19.2* 19.2* 19.2* 19.2*

AVG. AUD. BY 1/4 HR. %

16.4 17.2 18.1 18.8 19.7

18.9 19.1 19.0 19.5 19.0 19.1 18.4

TOTAL AUDIENCE
(Households (000) & %)

11,250
17.0

19,790
29.9

19,400
29.3

CBS TV

The New Perry Mason

Mannix

Barnaby Jones

AVERAGE AUDIENCE
(Households (000) & %)

8,800
13.3 12.6*

16,290
24.6

16,150
24.4

SHARE OF AUDIENCE %

20 20* 21* 37

34*

26.5* 26.5* 26.5* 26.5* 26.5* 26.5* 26.5* 26.5* 26.5* 26.5* 26.5*

AVG. AUD. BY 1/4 HR. %

12.3 12.9 13.8 14.2 21.1

24.2 26.3 26.7 25.0 25.4 24.4 23.0

TOTAL AUDIENCE
(Households (000) & %)

22,570
34.1

17,740
26.8

13,770
20.8

NBC TV

The Wonderful World of Disney
"KING OF THE GRIZZLIES" CONCLUSION

Peggy Fleming Visits The Soviet Union (8:30-9:30PM)
(Pacer Tel. & Tel. Co.)

Ann Margaret-When You're Smiling (9:30-10:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

19,130
28.9 28.1*

13,040
19.7

9,670
14.6

SHARE OF AUDIENCE %

45 44* 45* 30

32*

18.3* 18.3* 18.3* 18.3* 18.3* 18.3* 18.3* 18.3* 18.3* 18.3* 18.3*

AVG. AUD. BY 1/4 HR. %

28.1 28.2 29.6 29.9 22.5

19.9 18.3 18.2 16.4 14.7 13.9 13.5

TV HOUSEHOLDS USING TV WK 1	57.2	57.2	59.0	60.3	60.7	62.5	64.2	65.3	66.1	66.4	66.0	65.5	64.1	62.1	54.5	51.0
(See Def. 1)	60.7	62.2	63.3	64.3	65.6	66.3	66.3	66.3	66.3	66.3	63.3	61.2	59.2	56.3	47.2	43.4

U.S. TV Households: 64,800,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.
(1) WORLD SERIES GAME 4: NEW YORK METS VS. OAKLAND (4:15-7:10PM)

EVE. SUN. OCT. 28, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 29, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

18,470 27.9								24,960 37.7								
The Rookies								ABC NFL Football Game "KANSAS CITY VS. BUFFALO" (9:00-12:00AM) (1)								
14,960 22.6 34 21.1				21.8* 33 *			23.5* 35 *	13,770 20.8 37 21.4		22.0* 33 *		23.6* 36 *		23.1* 36 *		20.5* 35 *
				22.5		23.8	23.1			22.6	23.4	23.7	23.1	23.2	20.7	20.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

18,730 28.3								13,500 20.4		13,040 19.7		14,760 22.3				
Gunsmoke								Here's Lucy		Dick Van Dyke Show		Medical Center				
15,490 23.4 34 21.3				22.0* 33 *			24.8* 36 *	12,380 18.7 28 18.5		11,650 17.6 27 17.7		12,250 18.5 32 19.0		18.9* 31 *		18.1* 33 *
				22.6		25.0	24.5			18.8	17.4	17.7	19.0	18.9	18.8	17.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,980 19.6						10,060 15.2		19,530 29.5								
Lotsa Luck				Diana				NBC Monday Night At The Movies "CACTUS FLOWER" (9:00-11:00PM) (R)								
11,250 17.0 25 16.8						8,870 13.4 19 13.4		13,570 20.5 33 20.6		21.0* 31 *		21.3* 33 *		20.2* 33 *		19.2* 35 *
										21.4	21.8	20.9	20.6	19.9	19.9	18.6

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

19,860 30.0								25,750 38.9								
The Rookies								ABC NFL Football Game "WASHINGTON VS. PITTSBURGH" (9:00-12:05AM) (1)								
16,220 24.5 37 22.2				22.8* 34 *			26.2* 39 *	15,290 23.1 38 23.2		23.8* 34 *		24.2* 35 *		24.0* 36 *		21.8* 35 *
				23.4		26.2	26.3			24.3	24.1	24.3	24.7	23.3	21.8	21.8

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

17,080 25.8								14,030 21.2		15,420 23.3						
Gunsmoke								Here's Lucy		Carroll O'Connor Special "THREE FOR THE GIRLS" (9:30-11:00PM)						
14,300 21.6 32 20.1				20.5* 31 *			22.6* 33 *	12,450 18.8 27 18.5		9,800 14.8 23 17.0		16.7* 25 *		14.8* 23 *		12.8* 21 *
				20.9		22.6	22.6			19.0	17.0	16.3	15.3	14.3	13.6	12.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

11,850 17.9						10,330 15.6		23,700 35.8								
Lotsa Luck				Diana				NBC Monday Night At The Movies "YOURS, MINE AND OURS" (9:00-11:00PM)								
10,390 15.7 23 15.4						9,800 14.8 22 14.4		17,340 26.2 40 23.5		24.4* 35 *		27.2* 40 *		27.0* 42 *		26.3* 44 *
										25.3	27.2	27.2	27.3	26.8	26.9	25.6

TV HOUSEHOLDS USING TV WK 1	63.1	64.1	64.6	65.7	66.4	68.0	68.6	69.2	67.8	67.7	65.8	64.3	60.9	59.8	57.6	53.6
(See Def. 1)	60.8	62.7	63.1	64.7	66.6	67.9	68.3	69.2	69.1	69.8	68.2	67.1	65.4	63.0	61.2	58.3

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. MON. NOV. 5, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 30, 1973

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

WEEK 2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U. S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. TUE. NOV. 6, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. OCT. 31, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					6,620 10.0		15,950 24.1					11,390 17.2				
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,490 8.3		11,190 16.9		14.7*		18.2*		18.0*	13.9	14.1*	13.8*
	SHARE OF AUDIENCE %					14		27		24 *		29 *		30 *	27	27 *	28 *
	AVG. AUD. BY ¼ HR. %					8.4	8.3	13.6	15.7	18.1	18.3	18.5	17.4	14.1	14.1	13.9	13.7
	TOTAL AUDIENCE (Households (000) & %)					20,720 31.3				17,940 27.1				17,480 26.4			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,690 23.7				15,160 22.9				14,370 21.7			
	SHARE OF AUDIENCE %					39	22.6*			37 *	24.9*	22.8*		23.1*	21.9*	21.5*	
	AVG. AUD. BY ¼ HR. %					21.8	23.4	25.3	24.4	22.6	23.0	23.3	22.8	22.1	21.7	21.8	21.1
	TOTAL AUDIENCE (Households (000) & %)					15,820 23.9		13,110 19.8						10,060 15.2			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,030 21.2		9,330 14.1		15.4*		14.1*		7,750 11.7	12.1*		11.2*
	SHARE OF AUDIENCE %					35		23		25 *		23 *		21 *	23 *	23 *	23 *
	AVG. AUD. BY ¼ HR. %					20.5	22.0	15.8	15.0	14.2	14.1	13.3	12.3	12.3	11.9	11.3	11.2

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,150 10.8		15,760 23.8					12,250 18.5				
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,760 8.7		11,120 16.8		15.1*		17.3*		10,660 16.1	16.0*		16.3*
	SHARE OF AUDIENCE %					13		26		23 *		27 *		28 *	29	28 *	31 *
	AVG. AUD. BY ¼ HR. %					8.9	8.6	14.1	16.1	17.0	17.6	18.0	17.8	16.1	16.0	16.4	16.1
	TOTAL AUDIENCE (Households (000) & %)					22,040 33.3				17,680 26.7				17,340 26.2			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,420 24.8				14,630 22.1				14,230 21.5			
	SHARE OF AUDIENCE %					38	23.1*			26.4*	22.1	22.1*		22.1*	21.5	22.2*	20.9*
	AVG. AUD. BY ¼ HR. %					22.2	24.0	26.9	26.0	21.9	22.3	22.3	21.9	22.4	22.0	21.4	20.3
	TOTAL AUDIENCE (Households (000) & %)					17,480 26.4		16,810 25.4						11,520 17.4			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,690 23.7		12,980 19.6		19.7*		19.8*		9,070 13.7	13.8*		13.7*
	SHARE OF AUDIENCE %					37		30		30 *		31 *		19.2*	25	24 *	26 *
	AVG. AUD. BY ¼ HR. %					22.9	24.5	20.0	19.4	19.8	19.7	20.0	18.5	14.1	13.4	13.6	13.8

TV HOUSEHOLDS USING TV WK 1		55.1	56.6	56.6	58.0	59.7	61.9	62.0	62.6	62.5	62.4	61.5	59.1	53.4	51.4	49.9	48.1
(See Def. 1)		59.6	61.4	63.5	64.7	64.1	65.3	66.3	66.6	64.0	64.0	64.0	62.4	57.4	55.5	54.1	52.1

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.*

(1) NIXON ANALYSIS, ABC, WED. (7:55-8:00PM) (SUS) (S)
 (2) NIXON ANALYSIS, CBS, WED. (7:55-8:00PM) (SUS) (S)
 (3) NIXON ANALYSIS, NBC, WED. (7:55-8:00PM) (SUS) (S)

EVE. WED. NOV. 7, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 7, 1973

W
E
E
K
1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					13,500 20.4				14,300 21.6				13,040 19.7				
ABC TV					Toma			Kung Fu			Streets of San Francisco						
AVERAGE AUDIENCE (Households (000) & %)					11,190 16.9	16.4*		17.5*	11,850 17.9	17.4*		18.4*	11,060 16.7	16.7*			16.6*
SHARE OF AUDIENCE %					25	25 *		26 *	27	27 *		28 *	29	28 *			29 *
AVG. AUD. BY ¼ HR. %					16.0	16.7	17.4	17.6	17.1	17.8	18.3	18.6	16.7	16.8	17.0		16.2
TOTAL AUDIENCE (Households (000) & %)					22,040 33.3				25,020 37.8								
CBS TV					The Waltons				The CBS Thursday Night Movies "BULLITT" (9:00-11:20PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)					19,200 29.0	28.0*		30.0*	17,150 25.9	26.3*		25.5*		26.9*			26.2*
SHARE OF AUDIENCE %					43	42 *		44 *	43	40 *		39 *		45 *			46 *
AVG. AUD. BY ¼ HR. %					26.8	29.3	30.2	29.9	26.7	25.8	25.6	25.5	27.2	26.7	26.4		26.0
TOTAL AUDIENCE (Households (000) & %)					16,220 24.5				13,570 20.5				11,250 17.0				
NBC TV					The Flip Wilson Show				Ironside			NBC Follies					
AVERAGE AUDIENCE (Households (000) & %)					12,580 19.0	18.8*		19.2*	11,450 17.3	17.2*		17.5*	8,410 12.7	13.3*			12.0*
SHARE OF AUDIENCE %					28	28 *		28 *	26	26 *		27 *	22	22 *			21 *
AVG. AUD. BY ¼ HR. %					19.2	18.5	18.9	19.5	17.0	17.4	17.9	17.0	13.6	13.1	12.3		11.8

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)					12,780 19.3				13,640 20.6				13,310 20.1				
ABC TV					Toma			Kung Fu			Streets of San Francisco						
AVERAGE AUDIENCE (Households (000) & %)					10,330 15.6	14.6*		16.5*	11,120 16.8	16.2*		17.4*	11,120 16.8	17.0*			16.5*
SHARE OF AUDIENCE %					23	23 *		24 *	25	24 *		26 *	28	27 *			28 *
AVG. AUD. BY ¼ HR. %					14.2	15.0	16.2	16.9	15.7	16.8	17.7	17.1	17.1	17.0	16.8		16.2
TOTAL AUDIENCE (Households (000) & %)					23,570 35.6				27,210 41.1								
CBS TV					The Waltons				The CBS Thursday Night Movies "THE GRADUATE" (9:00-11:10PM)(1)								
AVERAGE AUDIENCE (Households (000) & %)					20,390 30.8	29.7*		32.0*	20,190 30.5	30.0*		30.8*		31.3*			30.4*
SHARE OF AUDIENCE %					46	46 *		47 *	48	44 *		45 *		50 *			51 *
AVG. AUD. BY ¼ HR. %					28.4	30.9	31.9	32.0	29.5	30.4	30.6	31.0	31.6	31.0	30.6		30.2
TOTAL AUDIENCE (Households (000) & %)					15,360 23.2								8,540 12.9				
NBC TV									Ironside (8:00-10:00PM)			NBC Follies					
AVERAGE AUDIENCE (Households (000) & %)					10,000 15.1	14.2*		14.5*		15.8*		15.8*	6,490 9.8	10.2*			9.3*
SHARE OF AUDIENCE %					23	22 *		21 *		23 *		23 *	16	16 *			16 *
AVG. AUD. BY ¼ HR. %					14.4	13.9	14.3	14.7	15.9	15.7	16.0	15.6	10.6	9.9	9.5		9.2

TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	WK 2	58.7	60.6	61.9	64.6	66.2	67.4	67.8	68.2	65.7	65.1	65.8	64.7	61.2	59.6	57.7	55.6
		58.0	58.5	59.3	60.7	63.9	65.8	67.3	68.5	67.6	67.9	68.2	67.6	63.8	61.5	60.1	58.4

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REAL RATINGS SEE OP. PAGES.

EVE. THU. NOV. 8, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 2, 1973

W
E
E
K
1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					13,170 19.9		11,850 17.9		13,170 19.9		11,650 17.6		11,120 16.8				
ABC TV							Brady Bunch	Odd Couple	Room 222		Adam's Rib		Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)					11,920 18.0		10,590 16.0		11,320 17.1		10,590 16.0		8,670 13.1		13.3*		12.9*
SHARE OF AUDIENCE %					29		26		28		27		23		23*		24*
AVG. AUD. BY ¼ HR. %					17.9	18.0	16.0	16.1	16.5	17.6	15.8	16.2	13.7	13.0	13.1	12.7	
TOTAL AUDIENCE (Households (000) & %)					6,620 10.0		11,190 16.9		16,810 25.4				13,240 20.0				
CBS TV							Calucci's Department	Roll Out!	Barbra Streisand... And Other Musical Instruments" (9:00-10:00PM) (Singer Co.)				Lily (10:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					5,630 8.5		10,130 15.3		12,050 18.2				10,330 15.6		16.2*		14.9*
SHARE OF AUDIENCE %					14		25		30		19.0*		28		28*		27*
AVG. AUD. BY ¼ HR. %					8.8	8.2	14.8	15.8	19.6	18.3	17.8	17.2	16.7	15.7	15.1	14.7	
TOTAL AUDIENCE (Households (000) & %)					21,910 33.1		16,090 24.3		12,450 18.8		13,770 20.8		18,210 27.5				
NBC TV							Sanford and Son	Girl With Something Extra	Needles And Pins		Brian Keith Show		Dean Martin Comedy Hour				
AVERAGE AUDIENCE (Households (000) & %)					20,060 30.3		14,370 21.7		10,720 16.2		12,640 19.1		15,030 22.7		22.1*		23.3*
SHARE OF AUDIENCE %					49		35		27		32		41		39*		43*
AVG. AUD. BY ¼ HR. %					29.3	31.3	22.3	21.2	16.6	15.8	18.8	19.3	21.4	22.8	23.4	23.3	

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)					13,240 20.0		12,840 19.4		10,860 16.4		9,400 14.2		9,930 15.0				
ABC TV							Brady Bunch	Odd Couple	Room 222		Adam's Rib		Love, American Style				
AVERAGE AUDIENCE (Households (000) & %)					12,180 18.4		11,520 17.4		10,060 15.2		8,410 12.7		8,410 12.7		13.0*		12.5*
SHARE OF AUDIENCE %					30		28		24		20		22		22*		22*
AVG. AUD. BY ¼ HR. %					18.1	18.7	17.5	17.4	14.9	15.4	13.1	12.3	12.7	13.2	13.0	12.0	
TOTAL AUDIENCE (Households (000) & %)					6,290 9.5		23,630 35.7										
CBS TV							Calucci's Department						Sunshine (8:30-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					5,490 8.3		16,350 24.7										
SHARE OF AUDIENCE %					13		41										
AVG. AUD. BY ¼ HR. %					7.9	8.8	21.2	22.4	25.0	25.3	25.6	25.9	25.7	25.7	25.5	24.4	
TOTAL AUDIENCE (Households (000) & %)					23,430 35.4		13,170 19.9		9,730 14.7		11,780 17.8		13,040 19.7				
NBC TV							Sanford and Son	Girl With Something Extra	Needles And Pins		Brian Keith Show		Dean Martin Comedy Hour				
AVERAGE AUDIENCE (Households (000) & %)					21,850 33.0		11,650 17.6		8,340 12.6		10,660 16.1		10,660 16.1		16.1*		16.1*
SHARE OF AUDIENCE %					53		28		20		26		28		27*		28*
AVG. AUD. BY ¼ HR. %					32.5	33.4	18.2	17.0	12.7	12.6	15.8	16.4	16.1	16.1	16.1	16.0	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

55.0	56.7	56.6	57.9	61.8	62.7	61.7	61.4	61.1	60.4	59.2	59.2	57.6	56.6	55.3	54.3
54.1	54.7	55.3	57.7	61.3	63.0	62.1	62.5	62.4	62.4	62.5	61.7	59.7	59.0	57.4	55.5

U.S. TV Households: 60,200,000 Half-hour ratings (for immediately preceding and subject quarter hours). (K) Repeat, see page 5. (OF) See Other Programs Section: Page A-34.

EVE. FRI. NOV. 9, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 9, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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WEEK 1

ABC TV
 TOTAL AUDIENCE
 (Households (000) & %)

ABC TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

ABC TV
 TOTAL AUDIENCE
 (Households (000) & %)

CBS TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

CBS TV
 TOTAL AUDIENCE
 (Households (000) & %)

CBS TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

NBC TV
 TOTAL AUDIENCE
 (Households (000) & %)

NBC TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

NBC TV
 TOTAL AUDIENCE
 (Households (000) & %)

ABC TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

ABC TV
 TOTAL AUDIENCE
 (Households (000) & %)

ABC TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

CBS TV
 TOTAL AUDIENCE
 (Households (000) & %)

CBS TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

CBS TV
 TOTAL AUDIENCE
 (Households (000) & %)

NBC TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

NBC TV
 TOTAL AUDIENCE
 (Households (000) & %)

NBC TV
 AVERAGE AUDIENCE
 (Households (000) & %)

 SHARE OF AUDIENCE %
 AVG. AUD. BY ¼ HR. %

 TV HOUSEHOLDS USING TV WK 1
 (See Def. 1) WK 2

U.S. TV Households: 66,200,000 * Hour-by-hour ratings for immediately preceding and subject quarter-hour. (b) Repeat, see page 8. (c) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.

EVE. SAT. NOV. 10, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 4, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,760 22.3				13,970 21.1										
AVERAGE AUDIENCE (Households (000) & %)			11,780 17.8				10,260 15.5										
SHARE OF AUDIENCE %			16.7*				15.6*										
AVG. AUD. BY ¼ HR. %			28				23 *										
			16.1				15.5										
			17.2				15.8										
			18.7				15.7										
			19.1				15.4										
			24 *				24 *										
			15.3				15.6										
			14.8				15.7										
			15.7				15.4										
			15.6				15.7										
			15.3				15.6										
			14.8				15.7										
			15.7				15.4										
			15.6				15.7										
			15.3				15.6										
			14.8				15.7										
			15.7				15.4										
			15.6				15.7										
			15.3				15.6										
			14.8				15.7										
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			14.8				15.7										
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			14.8				15.7										
			15.7				15.4										
			15.6				15.7										
			15.3				15.6										
			14.8				15.7										
			15.7				15										

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. NOV. 12, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					19,000 28.7				24,100 36.4								
ABC TV					The Rookies					ABC NFL Football Game "CHICAGO VS. KANSAS CITY" (9:00-12:00PM) (1)							
AVERAGE AUDIENCE (Households (000) & %)					15,560 23.5	21.4*		25.6*	21.2	22.1*		23.5*			23.6*		21.8*
SHARE OF AUDIENCE %					35	32 *		38 *	36	33 *		36 *			36 *		36 *
AVG. AUD. BY ¼ HR. %					21.0	21.9	24.5	26.6	22.1	22.2	23.3	23.7	24.1		23.2	21.9	21.7
TOTAL AUDIENCE (Households (000) & %)					18,010 27.2				14,030 21.2		12,310 18.6		13,570 20.5				
CBS TV					Gunsmoke			Here's Lucy		Dick Van Dyke Show			Medical Center				
AVERAGE AUDIENCE (Households (000) & %)					15,090 22.8	21.8*		23.7*	12,380 18.7		10,860 16.4		11,450 17.3		17.2*		17.4*
SHARE OF AUDIENCE %					33	32 *		34 *	28		25		29		28 *		30 *
AVG. AUD. BY ¼ HR. %					21.2	22.4	23.9	23.5	19.0	18.5	16.2	16.6	16.7	17.7	17.9		16.9
TOTAL AUDIENCE (Households (000) & %)					12,640 19.1		10,330 15.6		18,270 27.6								
NBC TV					Lotsa Luck		Diana		NBC Monday Night At The Movies-® "BAREFOOT IN THE PARK" (9:00-11:00PM)								
AVERAGE AUDIENCE (Households (000) & %)					11,250 17.0		9,070 13.7		12,380 18.7	18.9*		19.6*			19.1*		17.2*
SHARE OF AUDIENCE %					25		20		30	28 *		30 *			31 *		30 *
TOTAL AUDIENCE (Households (000) & %)					18,070 27.3				25,420 38.4						18.6	17.6	16.8
ABC TV					The Rookies					ABC NFL Football Game "MINNESOTA VS. ATLANTA" (9:00-11:50PM) (1)							
AVERAGE AUDIENCE (Households (000) & %)					14,370 21.7	20.0*		23.4*	16,290 24.6		23.1*		25.4*		26.2*		24.4*
SHARE OF AUDIENCE %					33	30 *		35 *	40		34 *		37 *		40 *		39 *
AVG. AUD. BY ¼ HR. %					19.0	21.0	22.8	24.0	22.3	23.8	25.1	25.6	26.6	25.7	24.4		24.5
TOTAL AUDIENCE (Households (000) & %)					16,620 25.1				15,090 22.8		13,240 20.0		15,030 22.7				
CBS TV					Gunsmoke			Here's Lucy		Dick Van Dyke Show			Medical Center				
AVERAGE AUDIENCE (Households (000) & %)					13,770 20.8	20.0*		21.6*	13,440 20.3		12,050 18.2		12,910 19.5		19.3*		19.6*
SHARE OF AUDIENCE %					31	30 *		32 *	30		27		32		30 *		33 *
AVG. AUD. BY ¼ HR. %					19.6	20.5	21.6	21.6	19.7	20.9	18.0	18.4	18.6	20.0	20.0		19.2
TOTAL AUDIENCE (Households (000) & %)					14,630 22.1		13,500 20.4		18,600 28.1								
NBC TV					B.C. The First Thanksgiving (8:00-9:30PM) (General Mills Inc.)			Claron Wilson And The Miracle (8:30-9:00PM) (Ideal Toy Corp.)		NBC Monday Night At The Movies "COTTON COMES TO HARLEM" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					12,640 19.1		12,180 18.4		12,310 18.6	18.7*		19.1*			19.3*		17.4*
SHARE OF AUDIENCE %					29		27		29	27 *		28 *			30 *		30 *
AVG. AUD. BY ¼ HR. %					19.2	19.0	18.2	18.7	19.0	18.3	19.2	19.0	19.8	18.7	18.3		16.5
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	61.3	62.3	63.4	65.3	67.1	68.8	69.1	69.7	67.9	67.1	65.6	64.6	62.8	60.9	58.4		55.9
WK 2	60.3	61.3	62.2	63.8	66.2	67.5	67.9	68.5	67.7	68.4	66.3	66.9	64.6	62.6	60.1		57.1

U. S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.

EVE. MON. NOV. 19, 1973

EVE. TUE. NOV. 13, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				10,790 16.3		25,350 38.3												
	AVERAGE AUDIENCE (Households (000) & %)				9,600 14.5		18,400 27.8		24.5*		27.4*		29.0*		29.8*		28.3*		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				22 13.9		42 24.0		35*		39*		42*		47*		48*		
					15.2		25.0		26.8		27.9		28.8		29.3		30.0		

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. TUE. NOV. 20, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. NOV. 14, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					20,790 31.4						21,780 32.9						
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					15,290 23.1	19.7*		23.4*		26.1*	26.3	24.9*		27.2*		26.8*	
SHARE OF AUDIENCE %					35	30*		35*		39*	43	38*		45*		47*	
AVG. AUD. BY ¼ HR. %					19.1	20.3	22.8	24.1	26.1	26.1	24.4	25.3	27.2	27.3	27.8	25.9	
Brian's Song (8:00-9:30PM)																	
Trapped (9:30-11:00PM)																	
CBS TV					19,070 28.8				16,620 25.1				11,190 16.9				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					13,700 20.7	20.3*		21.1*	13,440 20.3	19.9*		20.7*	13.9	14.2*		13.6*	
SHARE OF AUDIENCE %					32	31*		32*	31	30*		32*	24	24*		24*	
AVG. AUD. BY ¼ HR. %					20.3	20.4	21.3	20.9	19.3	20.5	21.4	20.0	14.3	14.0	13.7	13.5	
Sonny and Cher Comedy Hour																	
Cannon																	
Kojak																	
NBC TV					14,830 22.4		19,530 29.5						13,640 20.6				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					12,910 19.5		10,860 16.4	16.8*		16.6*		15.9*	16.2	16.5*		16.0*	
SHARE OF AUDIENCE %					30		25	25*		25*		25*	28	27*		28*	
AVG. AUD. BY ¼ HR. %					18.9	20.0	17.6	16.0	16.7	16.5	16.1	15.8	16.7	16.3	15.8	16.1	
Adam 12																	
Elvis: Aloha From Hawaii (9:30-10:00PM)																	
Blue Knight Part II (10:00-11:00PM)																	
ABC TV					21,380 32.3												
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					12,050 18.2	16.3*		17.1*		19.8*		18.8*		18.5*		18.5*	
SHARE OF AUDIENCE %					31	28*		28*		32*		31*		32*		33*	
AVG. AUD. BY ¼ HR. %					16.2	16.4	16.6	17.6	20.0	19.6	19.0	18.6	18.3	18.6	18.8	18.2	
Dr. Doolittle (8:00-11:00PM)																	
CBS TV					17,340 26.2				16,150 24.4				18,010 27.2				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					12,510 18.9	17.0*		20.9*	13,840 20.9	20.2*		21.5*	15,560 23.5	23.5*		23.4*	
SHARE OF AUDIENCE %					31	29*		34*	34	33*		35*	41	41*		42*	
AVG. AUD. BY ¼ HR. %					16.7	17.2	20.3	21.4	20.0	20.5	21.3	21.7	23.3	23.7	23.7	23.1	
Sonny and Cher Comedy Hour																	
Cannon																	
Kojak																	
NBC TV					15,560 23.5		14,830 22.4						10,790 16.3				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					13,840 20.9		11,120 16.8	17.0*		16.9*		16.6*	8,740 13.2	13.9*		12.6*	
SHARE OF AUDIENCE %					36		27	28*		27*		27*	23	24*		23*	
AVG. AUD. BY ¼ HR. %					20.0	21.7	17.1	16.9	17.0	16.7	16.7	16.5	14.2	13.5	12.7	12.4	
Adam 12																	
NBC Wednesday Mystery Movie "DANACE" (8:30-10:00PM)																	
Love Story																	
TV HOUSEHOLDS USING TV WK 1	59.8	61.0	59.4	61.5	64.8	65.6	65.9	66.0	65.9	66.3	65.2	64.3	60.5	59.6	58.2	56.1	
(See Def. 1) WK 2	53.5	54.9	55.0	56.5	58.1	59.6	60.7	62.2	61.9	61.5	61.0	60.3	57.9	58.0	56.5	54.3	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. NOV. 21, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 15, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					11,190 16.9				12,780 19.3				14,430 21.8				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					8,800 13.3	12.7*			10,720 16.2	15.1*			12,710 19.2	19.4*		19.0*	
SHARE OF AUDIENCE %					20	20 *			21 *	23 *			26 *	33 *		36 *	
AVG. AUD. BY 1/4 HR. %					12.6	12.9	13.7	13.9	14.4	15.8	16.8	17.9	18.8	20.0	19.4	18.5	
WEEK 1																	
TOTAL AUDIENCE (Households (000) & %)					27,210 41.1								14,900 22.5				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					22,180 33.5	31.7*			34.0*	34.5*			11,060 16.7	18.3*		15.2*	
SHARE OF AUDIENCE %					51	49 *			51 *	52 *			30	31 *		28 *	
AVG. AUD. BY 1/4 HR. %					30.6	32.9	33.6	34.4	34.8	34.2	34.7	32.7	19.7	16.9	15.6	14.8	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,660 16.1	16.3*			10,590 16.0	15.9*			11,720 17.7	17.7*		17.7*	
SHARE OF AUDIENCE %					25	25 *			24 *	24 *			32	30 *		33 *	
AVG. AUD. BY 1/4 HR. %					16.3	16.3	16.1	15.7	15.6	16.2	16.2	15.9	17.6	17.9	18.0	17.5	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)									5,890 8.9				3,510 5.3				
SHARE OF AUDIENCE %									16				10				
AVG. AUD. BY 1/4 HR. %					13.2	13.7	14.6	13.9	13.5	14.5	8.6	5.0	5.6				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					14,430 21.8	20.4*			15,160 22.9	21.5*			23.3*	23.7*		22.9*	
SHARE OF AUDIENCE %					39	38 *			40	37 *			40 *	41 *		41 *	
AVG. AUD. BY 1/4 HR. %					19.2	21.7	22.9	23.4	20.5	22.6	23.3	23.3	23.6	23.8	23.7	22.1	
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					14,560 22.0	17.9*			19.0*	22.1*			22.6*	23.9*		24.5*	
SHARE OF AUDIENCE %					39	33 *			33 *	38 *			39 *	41 *		44 *	
AVG. AUD. BY 1/4 HR. %					18.2	17.7	18.8	19.2	21.9	22.3	22.4	22.8	23.8	23.9	24.6	24.3	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	58.0	58.4	58.5	60.5	63.9	65.6	66.3	66.7	66.5	67.1	67.7	66.5	59.4	57.2	54.7	52.3	
WK 2	46.3	48.1	48.9	50.7	53.1	54.6	56.1	57.7	58.0	58.3	58.1	58.0	58.0	57.8	57.6	55.1	

U.S. TV Households: 66,200,000

*Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.

EVE. THU. NOV. 22, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 16, 1973

W
E
K

1

W

E

K

2

TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

U.S. TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 66,200,000

* Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. FRI. NOV. 23, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 17, 1973

W
E
E
K

1

W
E
E
K

2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TVNixon Press Conference
(Sustainer)

Partridge Family

ABC Suspense Movie
"SIX MILLION DOLLAR MAN" (8:30-10:00PM)

Griff

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TVNixon Press Conference
(Sustainer)All In The
Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show (1)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TVNixon Press Conference
(Sustainer)

Emergency

NBC Saturday Night At The Movies (R)
"THE ANDROMEDA STRAIN" (9:10-11:50PM) (1)
(Chrysler Corp.)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

Partridge Family

ABC Suspense Movie
"SCREAM, PRETTY PEGGY" (8:30-10:00PM)

Griff

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Miss Teenage America Pageant (1)
(10:00-11:30PM)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

Emergency

NBC Saturday Night At The Movies
"ANY WEDNESDAY" (9:00-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

57.3	58.6	59.4	60.2	62.1	63.3	63.7	62.5	62.0	60.6	60.1	59.3	56.7	55.5	54.3	51.7
56.9	58.8	59.4	60.9	62.4	63.2	62.3	62.2	61.3	60.4	59.7	59.3	57.3	57.3	56.0	55.2

U.S. TV Households: 66,200,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. SAT. NOV. 24, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 18, 1973

W
E
K
1

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)
CBS TVAVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE, *PREVIEW (10:25-10:30PM)

EVE. SUN. NOV. 25, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. NOV. 26, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE (Households (000) & %)																				14,960 22.6	23,830 36.0																			
ABC TV																				ABC News Closeup "FIRES!" (8:00-9:00PM)										ABC NFL Football Game "GREEN BAY VS. SAN FRANCISCO" (9:00-12:00AM) (1)										
AVERAGE AUDIENCE (Households (000) & %)																				10,190 15.4	15.4*	15.5*		20.6	20.4*	22.0*		22.7*	21.4*											
SHARE OF AUDIENCE %																				23	23 *	23 *		35	30 *	33 *		34 *	35 *											
AVG. AUD. BY 1/4 HR. %																				16.1	14.6	15.3	15.8	20.5	20.4	21.9	22.1	22.9	21.2	21.5										
TOTAL AUDIENCE (Households (000) & %)																				13,840 20.9	15,160 22.9										12,780 19.3	14,960 22.6								
CBS TV																				Gunsmoke										Here's Lucy	Dick Van Dyke Show	Medical Center								
AVERAGE AUDIENCE (Households (000) & %)																				11,250 17.0	15.9*	18.0*		13,640 20.6	11,780 17.8		12,310 18.6	19.1*	18.0*											
SHARE OF AUDIENCE %																				25	23 *	26 *		30	27		31	30 *	31 *											
AVG. AUD. BY 1/4 HR. %																				14.9	17.0	18.1	17.9	20.4	20.7	17.6	18.0	19.4	18.9	18.7	17.3									
TOTAL AUDIENCE (Households (000) & %)																				11,390 17.2	9,140 13.8		17,540 26.5																	
NBC TV																				Lotsa Luck		Diana		NBC Monday Night At The Movies "LOVING YOU" (9:00-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)																				10,060 15.2	8,210 12.4		12,780 19.3		18.5*	20.1*		19.6*	18.9*											
SHARE OF AUDIENCE %																				22	18		30		27 *	30 *		31 *	34 *											
AVG. AUD. BY 1/4 HR. %																				14.2	16.1	12.3	17.9	20.4	20.7	17.6	18.0	19.4	18.9	18.7	17.3									
TOTAL AUDIENCE (Households (000) & %)																				17,740 26.8	26,220 39.6																			
ABC TV																				The Rookies										ABC NFL Football Game "PITTSBURGH VS. MIAMI" (9:00-12:10AM) (1)										
AVERAGE AUDIENCE (Households (000) & %)																				14,100 21.3	19.2*	23.5*		15,090 22.8	25.2*	26.0*		25.1*	22.8*											
SHARE OF AUDIENCE %																				33	30 *	37 *		40	38 *	40 *		40 *	38 *											
AVG. AUD. BY 1/4 HR. %																				17.9	20.5	22.6	24.3	25.0	25.4	26.3	25.7	25.2	25.0	23.5	22.0									
TOTAL AUDIENCE (Households (000) & %)																				15,230 23.0	14,370 21.7										12,450 18.8	14,760 22.3								
CBS TV																				Gunsmoke										Here's Lucy	Dick Van Dyke Show	Medical Center								
AVERAGE AUDIENCE (Households (000) & %)																				12,980 19.6	18.9*	20.4*		12,640 19.1	10,990 16.6		12,380 18.7	18.3*	19.2*											
SHARE OF AUDIENCE %																				30	29 *	31 *		29	26		32	30 *	34 *											
AVG. AUD. BY 1/4 HR. %																				18.5	19.3	20.6	20.2	18.4	19.8	16.7	16.5	17.8	18.7	19.3	19.0									
TOTAL AUDIENCE (Households (000) & %)																				11,780 17.8	9,600 14.5		16,420 24.8																	
NBC TV																				Lotsa Luck		Diana		NBC Monday Night At The Movies "THE DOUBLE MAN" (9:00-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)																				10,790 16.3	8,540 12.9		11,190 16.9		16.8*	17.5*		17.2*	16.1*											
SHARE OF AUDIENCE %																				25	20		27		25 *	27 *		28 *	28 *											
AVG. AUD. BY 1/4 HR. %																				16.1	16.4	12.7	13.2	16.9	16.7	17.6	17.4	17.5	16.9	16.7	15.5									
TV HOUSEHOLDS USING TV WK 1																				62.1	62.9	63.5	65.4	68.0	69.5	69.6	69.6	69.3	68.9	67.7	66.5	64.7	62.2	59.3	56.4					
(See Def. 1) WK 2																				57.3	59.1	61.2	62.3	63.9	65.4	65.5	66.4	67.1	66.6	64.6	63.0	60.9	59.9	58.0	55.4					

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 5. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. MON. DEC. 3, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 27, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

13,840 20.9									16,480 24.9				10,920 16.5				
American Heritage "THE WORLD TURNED UPSIDE DOWN" (8:00-9:00PM) Teneco, Inc.					Show Business Salutes Milton Berle (9:00-10:00PM)					Marcus Welby, M.D.							
10,330 15.6					14.7*				13,040 19.7				9,470 14.3				
23					22 *				29				32 *				
14.7					14.6		16.4		17.4		18.9		21.5		21.1		14.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

19,460 29.4					20,920 31.6						21,980 33.2						
Maude					Hawaii Five-0					Tuesday Night CBS Movies "CRY, RAPE" (9:30-11:00PM)							
17,870 27.0					16,420 24.8				13,040 19.7				9,470 14.3				
41					37				29				32 *				
26.0					28.1		23.4		26.4		25.6		24.4		25.5		29.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

14,830 22.4									14,170 21.4				10,590 16.0				
Chase					The Magician					Police Story							
11,120 16.8					16.1*				11,190 16.9				8,940 13.5				
25					25 *				25				22				
16.0					16.2		17.3		17.0		17.2		16.7		16.6		12.9

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

9,730 14.7					17,010 25.7								15,160 22.9				
Temperatures Rising					Tuesday Movie of the Week "A SUMMER WITHOUT BOYS" (8:30-10:00PM)					Many Faces Of Comedy (10:00-11:00 PM)							
8,610 13.0					12,110 18.3				11,920 17.9				11,920 17.9				
20					28				27 *				32 *				
12.6					13.3		15.9		17.0		17.4		20.2		20.8		17.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

21,050 31.8					21,910 33.1						18,540 28.0						
Maude					Hawaii Five-0					Tuesday Night CBS Movies "HAWKINS" (9:30-11:00PM)							
18,930 28.6					18,600 28.1				13,110 19.8				11,920 17.9				
44					42				43 *				34 *				
27.5					29.8		27.2		28.3		28.6		28.2		22.7		21.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

16,480 24.9													15,160 22.9				
					Hans Brinker ® (8:00-10:00PM) Times Corporation					Police Story							
10,590 16.0					15.4*				15.5*				17.0*				
25					24 *				23 *				27 *				
15.5					15.3		16.5		15.8		15.7		17.0		17.9		19.6

TV HOUSEHOLDS USING TV WK 1

(See Def. 1)

60.2	61.0	60.5	61.9	64.2	66.6	67.0	68.0	68.0	67.9	67.4	67.6	64.7	62.8	62.1	59.5
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61.0	61.3	61.6	63.4	64.0	64.7	66.1	66.8	66.2	66.3	64.3	63.9	60.4	58.9	57.7	55.5
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U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. TUE. DEC. 4, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. WED. NOV. 28, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	ABC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
W E E K 2	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	

U.S. TV Households: 65,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. DEC. 5, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 29, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1

(See Def. 1)

12,980
19.6

Undersea World of Jacques Cousteau
"COUSTEAU IN THE ANTARCTIC - PART I -
SOUTH TO FIRE AND ICE" (7:00 - 9:00 PM)

17,610
26.6

Kung Fu

17,410
26.3

Streets of San Francisco

10,460

15.8

24

15.0

15.3*

23 *

15.6

16.2*

24 *

15.8

22.4

35

21.7

21.9*

34 *

22.1

23.0*

36 *

22.7

23.0

43

23.2

23.0*

41 *

23.5

23.1*

45 *

22.7

22,910

34.6

The Waltons

15,420

23.3

CBS Playhouse 90
"CATHOLICS"
(9:00-10:30 PM)

8,210

12.4

CBS News Special
"MAKING IT THROUGH
THIS WINTER"
(10:30-11:00 PM)

19,660

29.7

45

28.2

29.1*

44 *

30.0

30.4*

46 *

30.3

15.3

25

18.4

17.3*

27 *

16.2

14.6

13.9

15.2

14.2*

22 *

13.8

14.5*

26 *

10.9

7,220

10.9

11.0

13,640

20.6

The Flip Wilson Show

17,150

25.9

Ironside

NBC Follies

11,060

16.7

25

16.1

16.5*

25 *

16.0

16.9*

25 *

17.0

14,370

21.7

34

21.2

21.6*

33 *

21.0

21.9*

35 *

21.3

7,810

11.8

12.1*

12.1*

22 *

11.5*

11,850

17.9

Toma

13,570

20.5

Kung Fu

Streets of San Francisco

8,280

12.5

19

11.3

11.4*

18 *

11.5

13.6*

21 *

14.0

11,590

17.5

27

15.8

16.6*

26 *

17.3

18.1

18.7

23.3

18.4*

29 *

25.6

16,750

25.3

44 *

24.5*

51 *

26.0

23,100

34.9

Charlie Brown Christmas
(8:00-8:30 PM)

21,710

32.8

House Without A Christmas Tree
(8:30-10:00 PM)

CBS Reports
"THE CORPORATION"
(10:00-11:00 PM)

20,650

31.2

48

31.2

25.8

40

31.1

26.7*

41 *

26.8

26.6

26.4

25.7

26.1*

40 *

25.2

24.6*

38 *

24.1

9.3

17

12.3

10.9*

20 *

9.6

7.7*

15 *

7.3

17,080

25.8

The Flip Wilson Show

14,630

22.1

Ironside

NBC Follies

12,840

19.4

30

17.5

18.2*

28 *

19.0

20.5*

32 *

20.4

12,450

18.8

29

19.1

19.2*

30 *

19.3

18.7

18.0

16.2

18.4*

29 *

15.7

10,390

15.7

29

16.0*

16.0*

29 *

15.8

15.5*

30 *

15.2

TV HOUSEHOLDS USING TV WK 1

(See Def. 1)

57.0 59.7 60.0 61.4 64.4 66.7 66.3 66.9 65.3 64.6 64.6 63.8 62.5 56.6 54.7 51.9 50.2

57.6 58.2 58.6 61.3 64.7 65.6 64.8 65.1 64.6 65.4 64.8 64.8 63.4 56.6 54.3 52.5 50.6

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REAL RATINGS SEE OF PAGES.

EVE. THU. DEC. 6, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 3, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,000 28.7									10,130 15.3		9,200 13.9		11,390 17.2				
				Santa Claus Is Coming To Town (R) (8:00-9:00PM) (Milton Bradley Co.)				Room 222		Adam's Rib		Love, American Style					
15,230									9,000		8,410		8,800				
23.0					22.1*			23.9*	13.6		12.7		13.3		13.4*		13.2*
37					35 *			39 *	23		22		24		23 *		24 *
21.9					22.3	24.4		23.4	13.6	13.6	12.6	12.8	13.2		13.7	13.2	13.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,770 7.2					7,940 12.0				16,810 25.4								
				Calucci's Department		Roll Out!		Friday Night CBS Movies (R) (11:00-11:45PM) (I)									
4,240					7,280				9,470								
6.4					11.0				14.3		13.1*		14.0*		14.7*		14.9*
10					18				27		22 *		24 *		26 *		27 *
6.5				6.4	10.6	11.3			12.9		13.2		14.2		14.5	15.0	14.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

21,520 32.5					12,640 19.1				20,260 30.6								
				Sanford and Son		Girl With Something Extra		Frankenstein: The True Story (9:00-11:00PM)									
19,600					11,390				12,910								
29.6					17.2				19.5		20.7*		19.9*		19.0*		18.5*
47					28				34		35 *		35 *		33 *		34 *
28.8				30.4	17.7	16.7			21.1		20.4		19.5		18.9	19.0	18.0

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7,680 11.6					8,610 13.0				7,410 11.2		5,830 8.8		5,690 8.6				
				Brady Bunch		Odd Couple		Room 222		Adam's Rib		Love, American Style					
6,820					7,410				6,220		5,030		4,630				
10.3					11.2				9.4		7.6		7.0		7.1*		7.0*
17					19				16		13		12		12 *		12 *
10.2				10.4	11.1	11.3			9.2	9.5	7.6	7.5	6.9		7.3	7.0	6.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

18,270 27.6									24,490 37.0								
				Rudolph The Red Nosed Reindeer (8:00-9:00PM) (R)				Homecoming - A Christmas Story (R) (7:00-11:00PM)									
14,630									19,000								
22.1					20.2*				28.7		28.8*		30.1*		28.6*		27.1*
37					34 *				49		48 *		51 *		49 *		48 *
19.7					20.7	23.8			28.2		29.5		30.4		29.9	29.0	28.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,130 28.9					13,310 20.1				9,800 14.8		9,800 14.8		14,500 21.9				
				Sanford and Son		Girl With Something Extra		Needles And Pins		Brian Keith Show		Dean Martin Comedy Hour					
17,610					12,110				8,540		8,740		12,110				
26.6					18.3				12.9		13.2		18.3		17.4*		19.1*
44					30				22		22		32		30 *		34 *
26.1				27.2	18.6	18.0			13.1	12.7	12.9	13.5	16.7		18.1	19.0	19.2

TV HOUSEHOLDS USING TV WK 1 WK 2

53.0	55.0	56.8	60.0	63.1	64.2	62.3	61.8	59.4	58.7	57.6	57.5	57.4	57.1	55.5	53.8
53.7	55.0	55.4	56.7	59.1	61.1	60.4	60.0	59.8	59.9	59.2	59.1	59.1	58.3	57.5	55.6

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section, Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.

EVE. FRI. DEC. 7, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 7, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

NCAA Football Game No. 2

*ALABAMA VS. AUBURN (6:00-8:30PM)(1)

5,430
8.2

NCAA Football

Post No. 2

(8:30-9:00PM)

6,880
10.4

People of People's China

(7:00-10:00PM)

15.9*

14.8*

10.8*

4,700

4,770

7.1*

7.4*

29 *

25 *

18 *

7.2

12

12 *

13 *

16.4

15.4

15.3

14.2

11.7

10.0

7.5

6.7

7.2

7.0

7.3

7.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

21,650

18,800

17,480

17,210

17,410

32.7

28.4

26.4

26.0

26.3

All In The Family

M*A*S*H

Mary Tyler Moore Show

Bob Newhart Show

Carol Burnett Show

20,120

17,340

16,220

15,560

14,230

30.4

26.2

24.5

23.5

21.5

21.7*

21.3*

48

42

41

40

39

39 *

39 *

29.5

31.2

26.2

26.2

24.4

24.6

23.4

23.6

22.0

21.4

21.7

21.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

18,800

20,120

28.4

30.4

14,500

20.1*

23.8*

14,760

22.3

21.6*

22.3*

23.0*

22.4*

21.9

35

32 *

39

38 *

41 *

41 *

19.7

20.5

23.4

24.2

21.5

21.7

22.3

22.3

23.1

23.0

23.0

21.9

6,690

10.1

13,170

19.9

11,060

16.7

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

5,890

9,270

14,600

12.0*

14.6*

9,140

13.8

13.7*

13.9*

8.9

14.0

12.0*

20 *

24 *

26 *

26 *

14

23

20 *

14.7

14.5

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

15.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

24,300

18,800

17,940

16,680

16,550

36.7

28.4

27.1

25.2

25.0

All In The Family

M*A*S*H

Mary Tyler Moore Show

Bob Newhart Show

Carol Burnett Show

22,510

17,540

16,020

15,490

13,170

34.0

26.5

24.2

23.4

19.9

20.9*

18.8*

55

43

40

39

36

37 *

35 *

33.2

34.8

27.1

26.0

24.1

24.4

23.4

23.3

21.5

20.4

19.4

18.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

16,810

17,940

25.4

27.1

12,980

18.5*

20.8*

12,110

18.3

18.6*

18.6*

18.2*

17.8*

19.6

32

30 *

34 *

32

31 *

31 *

32

30 *

21.1

20.4

18.9

18.3

19.0

18.9

18.3

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

18.2

TV HOUSEHOLDS USING TV WK 1

(See Def. 1)

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

WK 1

WK 2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

16,090 24.3					14,370 21.7												
12,450					10,720												
18.8	18.8*				16.2	16.8*				16.3*		15.9*				15.2*	
30	31*				26	26*				26*		26*				25*	
18.6	19.0	19.1			18.7	17.0	16.7	16.5	16.2	16.0	15.8	15.2	15.3				

Primal Man
(7:30-8:30PM)

ABC Sunday Night Movie
"PRUDENCE AND THE PILL" (8:30-10:20PM)

(1)

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,250 18.5					13,900 21.0					13,170 19.9							
9,200					11,720					11,320							
13.9	13.0*				17.7	17.1*				18.3*	17.1	16.5*				17.6*	
22	21*				28	27*				29*	28	27*				29*	
12.6	13.5	14.5			15.2	16.9	17.3	18.3	18.3	16.3	16.7	17.0	18.2				

Perry Mason

Mannix

Barnaby Jones

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,580 19.0	19,530 29.5				22,180 33.5												
13,240	15,890				17,280												
20.0	24.0	22.9*			25.2*	26.1	25.6*			25.9*		26.4*				26.2*	
35	38	37*			39*	42	40*			41*		43*				44*	
22.4	22.4	23.3	24.6		25.0	25.2	26.1	25.9	26.0	26.5	26.4	26.7	26.7				

NBC NFL FOOTBALL
GAME NO. 2
"CLEVELAND
KANSAS CITY"
(4:00-7:20PM)

(2)

NBC NFL
GAME 2
"SPYGLASS"
(7:30-10:00PM)

(3)

Wonderful World of Disney
"RUN, COUGER, RUN" CONCLUSION

NBC Sunday Mystery Movie
"MCCLLOUD" (8:30-10:30PM)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,840 19.4	17.7*				9,000 13.6	14.1*			12.9*		12.6*		14.7*				
29	27*				31*	20	20*		19*		19*		24*				
16.9	18.4	20.7			21.4	14.8	13.4	12.9	12.9	12.7	12.6	14.7	14.7				

The F.B.I.

The ABC Sunday Night Movie
"THE BROTHERHOOD" (8:30-10:30PM)

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

9,530 14.4					14,700 22.2				19,000 28.7								
6,880					12,180				14,170								
10.4	10.0*				10.9*	18.4	17.6*		19.2*	21.4	18.1*		24.7*				
16	15*				16*	27	25*		28*	33	27*		41*				
10.0	10.0	10.5	11.3	16.5	18.7	18.7	19.4	19.1	17.7	18.5	24.2	25.2					

Perry Mason

Mannix

Barnaby Jones

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

22,310 33.7		26,880 40.6			26,410 39.9												
20,190		21,380			22,970												
30.5		32.3			34.7												
47		47			51												
29.8	31.2	31.2	30.9	33.5	33.4	34.3	35.2	35.5	34.0								

Little Drummer Boy (R)
(7:30-8:00PM)
(American Tel. & Tel. Co.)

Bing Crosby's Sun Valley
Christmas Show
(8:00-9:00PM)
(American Tel. & Tel. Co.)

Bob Hope Special
(9:00-10:00PM)
(Time: Carls.)

TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	WK 2	60.1	60.9	60.9	61.8	64.1	65.7	64.3	64.7	64.1	63.6	61.6	61.6	60.8	58.9	49.4	45.5
		62.1	63.4	63.9	66.1	67.4	68.6	69.1	69.2	69.4	69.5	68.3	67.1	62.1	58.8	50.7	47.2

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (CP) See Other Programs Section: Page A-3.

(1) AMERICANS ALL (SUSTAINER) (10:20-10:30PM)
(2) FOR REMAINING RATINGS SEE OP PAGES

EVE. SUN. DEC. 9, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. DEC. 10, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.
(2) FEATUETTE 10:50-11:00PM, "MAGNUM FORCE"

EVE. MON. DEC. 17, 1973

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. DEC. 11, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 66,200,000

*Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. TUE. DEC. 18, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. DEC. 12, 1973

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,750 11.7		13,640 20.6						10,790 16.3				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,690 10.1		9,730 14.7						8,670 13.1				
	SHARE OF AUDIENCE %					16		24						24				
	AVG. AUD. BY 1/4 HR. %					10.0	10.2	12.7	13.8	14.8	15.6	16.0	15.6	12.9	12.9	13.3	13.4	
	TOTAL AUDIENCE (Households (000) & %)					21,850 33.0				20,390 30.8				18,870 28.5				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,090 24.3				17,340 26.2				16,090 24.3				
	SHARE OF AUDIENCE %					39				43				44				
	AVG. AUD. BY 1/4 HR. %					20.7	22.6	27.0	26.9	25.5	26.2	26.7	26.3	24.5	24.4	24.7	23.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,550 25.0		13,170 19.9						11,190 16.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,900 22.5		9,600 14.5						9,000 13.6				
	SHARE OF AUDIENCE %					36		24						23				
	AVG. AUD. BY 1/4 HR. %					22.0	23.0	16.8	14.6	15.4	14.3	14.1	13.8	13.8	13.6	13.6	13.6	
	TOTAL AUDIENCE (Households (000) & %)					8,140 12.3		15,490 23.4						11,520 17.4				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,150 10.8		11,060 16.7						9,530 14.4				
	SHARE OF AUDIENCE %					18		26						29				
	AVG. AUD. BY 1/4 HR. %					11.0	10.7	13.7	14.3	17.0	17.8	18.5	18.6	15.1	14.5	14.0	14.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,240 33.6				18,010 27.2				18,600 28.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,480 24.9				14,830 22.4				15,950 24.1				
	SHARE OF AUDIENCE %					40				35				35				
	AVG. AUD. BY 1/4 HR. %					22.0	23.6	27.2	26.9	21.7	22.3	22.5	23.1	24.4	24.4	24.3	23.3	
	TOTAL AUDIENCE (Households (000) & %)					15,820 23.9		17,080 25.8						12,050 18.2				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,700 22.2		12,310 18.6						9,730 14.7				
	SHARE OF AUDIENCE %					36		29						26				
	AVG. AUD. BY 1/4 HR. %					21.7	22.6	17.6	17.7	19.5	19.4	19.2	18.0	14.7	14.7	14.9	14.5	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		57.1	57.5	58.2	59.6	61.2	62.6	61.9	62.1	61.1	61.1	61.2	59.9	55.5	54.6	54.0	52.6	
WK 2		55.4	56.8	57.7	59.0	61.1	62.4	63.4	63.7	63.3	64.2	64.8	64.3	59.3	57.7	56.9	54.7	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. DEC. 19, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. DEC. 13, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,720 16.2				13,840 20.9				15,360 23.2				
AVERAGE AUDIENCE (Households (000) & %)					8,010 12.1	12.0*			11,590 17.5	17.1*			13,240 20.0	20.1*		20.0*	
SHARE OF AUDIENCE %					18	18 *			27	26 *			36	35 *		37 *	
AVG. AUD. BY 1/4 HR. %					12.3	11.8	11.7		12.6	16.4	17.8	17.9	17.8	19.9	20.3	19.9	20.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					23,430 35.4				11,980 18.1								
AVERAGE AUDIENCE (Households (000) & %)					20,320 30.7	30.2*			6,950 10.5	11.5*							
SHARE OF AUDIENCE %					47	47 *			17	18 *			9.9*	15 *		10.2*	10.3*
AVG. AUD. BY 1/4 HR. %					29.1	31.2	31.7	31.0	12.6	10.3	10.1	9.6	10.3	10.2	10.4	10.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,760 22.3				23,240 35.1				16,220 24.5				
AVERAGE AUDIENCE (Households (000) & %)					11,980 18.1	17.6*			19,930 30.1	30.0*			12,780 19.3	20.0*		18.5*	
SHARE OF AUDIENCE %					28	27 *			47	46 *			47 *	35 *		34 *	
AVG. AUD. BY 1/4 HR. %					17.4	17.9	18.3	18.9	29.5	30.4	30.7	29.9	20.6	19.4	18.5	19.6	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					8,340 12.6				16,220 24.5				15,490 23.6				
AVERAGE AUDIENCE (Households (000) & %)					6,220 9.4	9.5*			13,570 20.5	19.6*			13,840 20.9	21.0*		20.9*	
SHARE OF AUDIENCE %					15	15 *			33	32 *			35	37 *		38 *	
AVG. AUD. BY 1/4 HR. %					9.9	9.1	8.9	9.7	18.6	20.6	21.5	21.5	20.9	21.1	21.2	20.6	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					22,910 34.6				17,080 25.8								
AVERAGE AUDIENCE (Households (000) & %)					20,460 30.9	30.1*			12,110 18.3	18.6*							
SHARE OF AUDIENCE %					50	49 *			31	30 *			18.0*	33 *		17.8*	
AVG. AUD. BY 1/4 HR. %					28.9	31.4	32.1	31.0	18.9	18.2	18.0	18.1	19.1	18.7	18.4	17.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,570 20.5				14,100 21.3				10,390 15.7				
AVERAGE AUDIENCE (Households (000) & %)					10,590 16.0	15.7*			11,590 17.5	17.7*			8,210 12.4	12.8*		12.1*	
SHARE OF AUDIENCE %					26	25 *			28	28 *			22	22 *		22 *	
AVG. AUD. BY 1/4 HR. %					15.9	15.4	15.8	17.0	17.6	17.8	17.5	16.9	12.7	12.9	12.2	12.0	
TV HOUSEHOLDS USING TV WK 1	58.6	58.7	58.9	59.6	63.8	65.9	66.4	66.5	65.6	65.0	64.9	63.1	57.7	56.5	55.2	52.5	
(See Def. 1)	57.7	57.9	59.0	60.6	62.1	61.5	61.7	62.8	61.7	62.6	62.6	61.7	57.9	56.9	56.2	54.2	

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE 10:30-11:00PM, "THE CONVERSATION"

EVE. THU. DEC. 20, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. DEC. 14, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV TOTAL AUDIENCE (Households (000) & %) AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13,500 20.4		11,850 17.9		12,050 18.2				12,380 18.7				
					A Very Merry Cricket (8:00-9:30PM)		A Christmas Carol (8:30-9:00PM)		Julie Andrews Christmas Special (9:00-10:00PM)						Portrait Legend In Granite (10:00-11:00PM) (RAPSON, E.L. & CO.)		
					12,180 18.4 31 18.1		10,330 15.6 26 15.8		8,870 13.4 22 13.0		13.3* 22* 13.7		13.5* 22* 13.8		10,920 16.5 28 15.3	16.0* 27* 16.6	17.0* 29* 16.9
CBS TV TOTAL AUDIENCE (Households (000) & %) AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					4,970 7.5		9,800 14.8		21,910 33.1								
					Calucci's Department (8:00-9:00PM)		Roll Out (8:30-9:00PM)						Miracle On 34th Street (9:00-11:00PM)				
					4,040 6.1 10 6.5		8,210 12.4 20 11.2		14,700 22.2 37 20.1		20.9* 34* 21.7		22.6* 37* 22.5		23.4* 39* 23.8	21.9* 38* 21.5	
NBC TV TOTAL AUDIENCE (Households (000) & %) AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22,040 33.3		21,980 33.2						14,230 21.5				
					Sanford and Son (8:00-9:00PM)				Hallmark Hall Of Fame "THE BORROWERS" (8:30-10:00PM) (HALLMARK CARDS, INC.)						Dean Martin Comedy Hour (10:00-11:00PM)		
					20,520 31.0 52 30.1		14,630 22.1 36 25.7		24.8* 41* 23.9		21.6* 35* 20.8		20.0* 33* 19.9		11,190 16.9 28 17.2	17.1* 28* 17.0	16.8* 29* 16.7
ABC TV TOTAL AUDIENCE (Households (000) & %) AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11,190 16.9		11,980 18.1		11,520 17.4		9,200 13.9		7,080 10.7				
					Brady Bunch (8:00-9:00PM)		Odd Couple (8:30-9:00PM)		Room 222 (9:00-10:00PM)		Adam's Rib (9:30-10:00PM)		ABC News Closeup "FOOD-GREEN GROW THE PROFITS" (10:00-11:00PM)				
					10,060 15.2 26 14.4		10,530 15.9 27 15.6		10,060 15.2 26 15.1		8,210 12.4 22 12.6		4,700 7.1 13 8.7		8.0* 15* 7.4	6.1* 12* 6.3	5.9
CBS TV TOTAL AUDIENCE (Households (000) & %) AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					5,300 8.0		9,330 14.1		14,900 22.5								
					Calucci's Department (8:00-9:00PM)		Roll Out (8:30-9:00PM)					Friday Night CBS Movies "THE CHAIRMAN" (9:00-10:55PM)					
					4,830 7.3 12 7.4		7,940 12.0 20 11.7		9,470 14.3 26 13.4		13.8* 24* 14.1		14.4* 26* 14.0		14.3 14.5	14.6* 28* 14.6	
NBC TV TOTAL AUDIENCE (Households (000) & %) AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19,130 28.9		13,310 20.1		9,600 14.5		11,590 17.5		17,740 26.8				
					Sanford and Son (8:00-9:00PM)		Girl With Something Extra (8:30-9:00PM)		Needles And Pins (9:00-10:00PM)		Brian Keith Show (9:30-10:00PM)		Dean Martin Comedy Hour (10:00-11:00PM)				
					17,610 26.6 45 25.7		11,780 17.8 30 18.1		8,340 12.6 22 12.9		10,060 15.2 27 15.3		14,230 21.5 41 20.7		21.1* 39* 21.5	21.9* 43* 22.2	21.6
TV HOUSEHOLDS USING TV	WK 1	WK 2															
(See Def. 1)	54.1	54.7	54.7	55.5	58.6	60.3	60.3	61.1	61.4	61.1	60.9	61.0	60.5	59.9	58.9	57.8	
	52.4	53.8	54.8	56.2	58.9	60.0	59.1	59.3	57.7	57.0	56.4	55.4	54.1	53.5	52.4	50.4	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 1. (OP) See Other Programs Section: Page A-14.

(1) FEATUETTE, "ON THE ROAD WITH CHARLES KURALT", CBS, 10:55-11:00PM, SUSTAINER, (5).

EVE. FRI. DEC. 21, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 20, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Night The
Animals Talked
(8:00-8:30PM) (R)

ABC Suspense Movie
"You'll Never See Me Again" (8:30-10:00PM) (R)

Griff

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

All In The Family
(M)

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Emergency

NBC Saturday Night At The Movies

"Hotel" (9:00-11:30PM)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Partridge Family

ABC Suspense Movie
"Snatched" (8:30-10:00PM) (R)

Griff

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Emergency

NBC Saturday Night At The Movies

"Fitzwilly" (9:00-11:00PM)

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) "PITTSBURGH VS. SAN FRANCISCO" (4:00-7:10PM) (S) FOR RATINGS SEE PAGE A-26.
(2) "HOTEL" (9:00-11:30PM) FOR REMAINING RATINGS SEE OP PAGES.

EVE. SAT. DEC. 22, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. DEC. 16, 1973

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)			14,960 22.6				17,610 26.6										
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)			12,250 18.5				11,320 17.1										
SHARE OF AUDIENCE %			18.5				19.3*										
AVG. AUD. BY ¼ HR. %			28				29 *										
TOTAL AUDIENCE (Households (000) & %)			10,790 16.3				15,420 23.3										
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			8,140 12.3				12,780 19.3										
SHARE OF AUDIENCE %			19				27 *										
AVG. AUD. BY ¼ HR. %			12.1				17.8										
TOTAL AUDIENCE (Households (000) & %)			22,310 33.7				21,180 32.0										
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			18,140 27.4				17,010 25.7										
SHARE OF AUDIENCE %			42				39 *										
AVG. AUD. BY ¼ HR. %			25.5				25.8										
TOTAL AUDIENCE (Households (000) & %)			12,050 18.2				14,560 22.0										
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)			9,000 13.6				7,150 10.8										
SHARE OF AUDIENCE %			23				19										
AVG. AUD. BY ¼ HR. %			12.0				10.9										
TOTAL AUDIENCE (Households (000) & %)			26,680 40.3				18,870 28.5										
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			14,370 21.7				13,970 21.1										
SHARE OF AUDIENCE %			38				36										
AVG. AUD. BY ¼ HR. %			16.5				19.4										
TOTAL AUDIENCE (Households (000) & %)			18,010 27.2				18,870 28.5										
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			14,030 21.2				13,970 21.1										
SHARE OF AUDIENCE %			36				36										
AVG. AUD. BY ¼ HR. %			21.6				20.7										
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	60.6	61.3	62.6	64.1	66.0	67.4	67.3	67.2	67.3	66.4	65.7	64.8	61.8	59.5	53.4	50.6	
WK 2	53.8	54.9	57.1	57.9	58.9	60.2	59.4	58.7	59.4	59.3	58.5	57.6	55.1	51.5	45.4	44.1	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REMAINING RATINGS SEE OP PAGES

EVE. SUN. DEC. 23, 1973

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. DEC. 31, 1973

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %25,750
38.9

Sugar Bowl Game

"ALABAMA VS. NOTRE DAME"
(8:00-11:15PM) (1)

16,750

25.3

44

20.2

21.1*

35 *

22.1

24.4*

40 *

24.6

26.6*

44 *

26.9

26.2

24.5

25.3

24.9*

43 *

27.2

27.0*

48 *

26.9

27.2

27.1

27.3

27.2*

50 *

27.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

15,230

23.0

Gunsmoke

Here's Lucy

Dick Van Dyke Show

Medical Center

12,110

18.3

31

17.3

18.0*

30 *

18.6

18.6*

31 *

18.5

16.6

28

16.0

10,990

14.7

17.3

9,730

14.6

14.7

9,400

14.2

13.8

14.0*

26 *

14.3

14.4*

28 *

14.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

12,640

19.1

Orange Bowl Parade

(8:00-9:00PM)

NBC Monday Night At The Movies

"KOSKA AND HIS FAMILY" & "IF I HAD A MILLION" (9:00-11:00PM)

9,600

14.5

24

17.280

26.1

15.2*

25 *

18.6

13.8*

23 *

18.5

7,940

12.0

22

20,990

31.7

12.1*

21 *

17.3

11.9*

21 *

14.7

12.1*

22 *

13.8

11.8*

23 *

14.3

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

17,280

26.1

The Rookies

(R)

ABC Theater Special

"F. SCOTT FITZGERALD &
"THE LAST OF THE BELLES"
(9:00-10:55PM) (Du Pont, E. I. & Co.)

14,170

21.4

32

19.1

19.9*

30 *

20.7

23.0*

34 *

22.3

14,760

22.3

24.0

23.4*

34 *

22.8

22.4

22.2

22.0

22.3*

32 *

22.2

21.8*

33 *

21.6

21.5*

34 *

20.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

21,710

32.8

Gunsmoke

(R)

Here's Lucy

Dick Van Dyke Show

Medical Center

18,210

27.5

41

25.2

26.4*

40 *

27.5

28.7*

42 *

28.2

12,910

19.5

19.4

12,250

18.5

18.1

11,920

18.0

18.9

18.2*

27 *

18.4

17.8*

28 *

17.6

18.0*

28 *

18.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

10,590

16.0

Lotsa Luck

(R)

Diana

NBC Monday Night At The Movies

"THE DEFIANT ONES" (9:00-11:00PM)

9,070

13.7

21

14.4

7,020

10.6

16

12.9

14,300

21.6

32

19.6

20.5*

30 *

21.4

22.9

22.7

22.0

22.8*

33 *

22.9

21.8*

33 *

21.6

21.4*

34 *

21.2

21.5*

34 *

21.5

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

58.2	59.5	59.2	60.2	60.9	59.9	59.5	59.6	59.4	58.1	56.2	55.5	54.4	53.4	52.4	52.1
60.7	62.7	63.7	64.9	64.8	65.9	66.9	68.4	68.8	69.7	69.2	69.3	67.7	66.0	64.0	61.1

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. MON. JAN. 7, 1974

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 8, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Temperatures Rising

Tuesday Movie of the Week

"SHORT WALK TO DAYLIGHT" (8:30-10:00PM)

Marcus Welby, M.D.

9,400 14.2	15,290 23.1											12,110 18.3				
8,210 12.4	10,660 16.1	15.0*		15.6*				17.7*	9,800 14.8	14.9*		14.7*				
18	24	22 *		23 *				27 *	25	24 *		26 *				
12.2	12.5	14.8	15.1	15.4	15.7	17.9	17.5	14.7	15.0	14.7	14.6					

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Maude

Hawaii Five-0

Tuesday Night CBS Movies

"SHAFT" (9:30-11:00PM)

19,070 28.8	21,180 32.0							19,260 29.1								
16,880 25.5	17,940 27.1	25.9*		28.3*	14,560 22.0	21.7*		22.8*		21.6*						
37	39	38 *		41 *	36	33 *		37 *		38 *		38 *				
24.2	26.8	25.1	26.7	28.7	28.0	22.0	21.4	22.7	22.8	22.4	20.9					

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Orange Bowl Game (1)

"PENN STATE VS LOUISIANA STATE" (8:05-11:05PM)

16,020 24.2	26.7*		24.5*		23.9*		23.6*		24.2*		23.0*					
37	40 *		37 *		35 *		36 *		38 *		38 *					
27.7	26.0	24.9	24.2	24.1	23.8	23.6	23.6	24.7	23.8	23.0	23.1					

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Temperatures Rising

Tuesday Movie of the Week

"DEATH SQUAD" (8:30-10:00PM)

Marcus Welby, M.D.

9,800 14.8	16,090 24.3							13,570 20.5								
8,740 13.2	11,850 17.9	15.7*		18.3*				11,450 17.3	17.8*		16.9*					
20	26	23 *		27 *				30 *	28	28 *	28 *					
12.8	13.6	15.6	15.7	17.9	18.7	20.2	19.4	17.9	17.7	17.4	16.5					

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Maude

Hawaii Five-0

Tuesday Night CBS Movies

"NIGHTMARE" (9:30-11:00PM)

19,990 30.2	21,250 32.1							17,940 27.1								
18,540 28.0	18,010 27.2	26.1*		28.2*	13,570 20.5	20.6*		20.8*		20.3*						
42	40	38 *		41 *	33	31 *		33 *		34 *						
27.1	29.0	25.8	26.5	28.6	27.8	20.8	20.3	20.7	20.9	20.8	19.8					

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

Chase

The Magician

Police Story

16,220 24.5				14,370 21.7				14,960 22.6								
12,180 18.4	18.0*		18.9*	17.1	15.5*		18.6*	13,040 19.7	19.8*		19.6*					
27	27 *		28 *	25	22 *		28 *	32	31 *		33 *					
17.6	18.4	19.1	18.6	15.3	15.7	18.2	19.0	19.9	19.7	19.9	19.3					

TV HOUSEHOLDS USING TV	WK 1	65.0	66.4	66.9	67.5	68.5	67.9	67.9	69.0	69.6	68.6	65.5	64.3	61.4	60.6	58.5	55.5
(See Def. 1)	WK 2	59.5	62.3	62.7	64.2	66.1	67.8	67.8	68.5	68.6	69.4	67.4	66.0	63.5	62.4	60.7	58.2

U. S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. TUE. JAN. 8, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 2, 1974

W
E
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1

W
E
K
2

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

Rock And Roll Years Wednesday Movie of the Week "A BRAND NEW LIFE" (8:30-10:00PM) Owen Marshall, Counselor at Law

Sonny and Cher Comedy Hour Cannon Kojak

Adam 12 NBC Wednesday Mystery Movie "TENAFLY" (8:30-10:00PM) Love Story

Rock And Roll Years Wednesday Movie of the Week "SHOOTOUT IN A ONE DOG TOWN" (8:30-10:00PM) Fragile Mind (10:00-11:00PM) (Bristol-Myers Co.)

Sonny and Cher Comedy Hour Cannon Kojak

Adam 12 NBC Wednesday Mystery Movie "FARADAY AND COMPANY" (8:30-10:00PM) Married Is Better (10:00-11:00PM) (Amer. Tel. & Tel. Co.)

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 5. (OP) See Other Programs Section: Page A-34.

EVE. WED. JAN. 9, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 10, 1974

W

E

E

K

1

W

E

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K

2

A-9

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-34.

EVE. THU. JAN. 10, 1974

1-10 **NATIONAL Nielsen TV AUDIENCE ESTIMATES**

EVE. FRI. JAN. 11, 1974

W
E
K
1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					13,770 20.8		17,870 27.0		14,960 22.6		18,730 28.3						
ABC TV							Brady Bunch	Odd Couple	Room 222 (R)				Love, American Style (9:30-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					12,450 18.8		15,820 23.9		13,500 20.4		13,700 20.7						
SHARE OF AUDIENCE %					29		38		33		36		20.0*		21.6*		20.5*
AVG. AUD. BY 1/4 HR. %					18.6	19.0	23.7	24.2	20.2	20.5	19.6	20.4	21.9	21.3	20.5	20.5	

W
E
K
2

TOTAL AUDIENCE (Households (000) & %)					4,830 7.3		13,640 20.3		21,780 32.9								
CBS TV							Dr. Seuss "THE CAT IN THE HAT" (8:30-9:00PM) (R)						Friday Night CBS Movies (R) "THE GYPSY MOTHS" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					4,570 6.9		11,780 17.8		14,230 21.5		22.3*		21.1*		21.2*		21.5*
SHARE OF AUDIENCE %					11		28		36		36 *		35 *		36 *		39 *
AVG. AUD. BY 1/4 HR. %					6.7	7.0	17.6	17.9	22.5	22.1	21.6	20.6	20.6	21.7	22.4	20.6	

TOTAL AUDIENCE (Households (000) & %)					24,430 36.9		13,240 20.0										
NBC TV							Sanford and Son						NHL Hockey - Friday "BOSTON VS. NEW YORK" (8:30-11:05PM)				(I)
AVERAGE AUDIENCE (Households (000) & %)					22,710 34.3		5,690 8.6										
SHARE OF AUDIENCE %					53		14	10.3*				8.9*	8.0*		8.2*		7.5*
AVG. AUD. BY 1/4 HR. %					33.7	34.9	11.5	9.2	9.2	8.6	8.2	7.8	8.2	8.2	7.6	7.4	

TOTAL AUDIENCE (Households (000) & %)					10,460 15.8		10,460 15.8		8,940 13.5		12,310 18.6						
ABC TV							Brady Bunch	Odd Couple	Room 222				Love, American Style (9:30-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					9,200 13.9		9,470 14.3		8,080 12.2		8,080 12.2						
SHARE OF AUDIENCE %					21		21		18		19		11.5*		12.6*		12.3*
AVG. AUD. BY 1/4 HR. %					13.6	14.1	13.9	14.6	12.3	12.1	11.4	11.6	12.8	12.4	12.4	12.3	

TOTAL AUDIENCE (Households (000) & %)					15,760 23.8		26,080 39.4										
CBS TV							Dirty Sally						Friday Night CBS Movies "HAWAII" (8:30-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					14,760 22.3		18,010 27.2		26.0*		28.1*		28.0*		27.6*		26.3*
SHARE OF AUDIENCE %					33		42	39 *			42 *		43 *		43 *		43 *
AVG. AUD. BY 1/4 HR. %					21.5	23.1	26.5	25.5	28.1	28.1	27.8	28.0	27.3	27.0	25.6		

TOTAL AUDIENCE (Households (000) & %)					19,660 29.7		13,310 20.1		12,450 18.8		12,780 19.3		12,980 19.6				
NBC TV							Sanford and Son	Lotsa Luck	Girl With Something Extra	Brian Keith Show			Dean Martin Comedy Hour				
AVERAGE AUDIENCE (Households (000) & %)					18,070 27.3		11,920 18.0		11,650 17.6		11,590 17.5		10,530 15.9		15.8*		15.9*
SHARE OF AUDIENCE %					41		27		26		27		25		25 *		26 *
AVG. AUD. BY 1/4 HR. %					27.0	27.6	17.8	18.2	17.6	17.6	17.4	17.6	16.1	15.6	15.7	16.1	

TV HOUSEHOLDS USING TV WK 1	57.9	58.2	59.0	61.6	64.0	65.1	64.1	62.9	62.5	62.2	60.6	59.7	59.1	58.0	56.6	54.9
(See Def. 1) WK 2	53.6	55.7	57.3	60.9	65.9	67.2	66.7	66.9	67.8	66.9	64.9	65.2	64.4	63.0	62.0	60.6

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

FOR REMAINING RATINGS SEE OP PAGES.

EVE. FRI. JAN. 11, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 1974

W
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1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	8,080 12.2								9,200 13.9								
ABC TV	Bing Crosby National Pro Am (7:00-8:00PM) ABC News Close Up "The Right To Die" (Sustainer) Griff																
AVERAGE AUDIENCE (Households (000) & %)	5,490 8.3				7.5*				6,880 10.4				11.4*				
SHARE OF AUDIENCE %	14	16 *			13 *				17				19 *				
AVG. AUD. BY ¼ HR. %	9.3	8.8	8.3	6.8					8.5	10.3	11.0	11.8					

TOTAL AUDIENCE (Households (000) & %)	24,760 37.4	21,250 32.1	20,460 30.9	18,340 27.7	18,800 28.4												
CBS TV	All In The Family M*A*S*H Mary Tyler Moore Show Bob Newhart Show Carol Burnett Show																
AVERAGE AUDIENCE (Households (000) & %)	23,370 35.3	20,260 30.6	18,470 27.9	17,210 26.0	15,290 23.1	23.3*	22.8*										
SHARE OF AUDIENCE %	55	48	45	42	40	39 *	40 *										
AVG. AUD. BY ¼ HR. %	34.8	35.8	30.4	30.9	27.8	28.0	26.0	26.0	23.1	23.5	23.3	22.2					

TOTAL AUDIENCE (Households (000) & %)	18,470 27.9								19,070 28.8								
NBC TV	Emergency NBC Saturday Night At The Movies "NUMBER ONE" (9:00-11:05PM)																
AVERAGE AUDIENCE (Households (000) & %)	14,960 22.6	21.1*			24.2*	12,580 19.0	19.5*		18.9*			19.1*					
SHARE OF AUDIENCE %	35	33 *			38 *	32	31 *		31 *			32 *					
AVG. AUD. BY ¼ HR. %	20.7	21.5	24.5	23.9	20.4	18.7	19.0	18.7	19.1	19.0	18.7	18.6					

TOTAL AUDIENCE (Households (000) & %)	6,290 9.5																
ABC TV	Partridge Family Sons Of Katie Elder (8:30-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)	5,490 8.3		11,520 17.4	12.4*					17.0*			18.3*			19.6*		19.6*
SHARE OF AUDIENCE %	13		27	19 *					26 *			28 *			31 *		32 *
AVG. AUD. BY ¼ HR. %	8.4	8.2	11.6	13.2	16.8	17.1	18.2	18.4	19.6	19.6	20.0	19.2					

W
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2

TOTAL AUDIENCE (Households (000) & %)	24,430 36.9	18,340 27.7	17,610 26.6	16,290 24.6	15,230 23.0												
CBS TV	All In The Family M*A*S*H Mary Tyler Moore Show Bob Newhart Show Carol Burnett Show																
AVERAGE AUDIENCE (Households (000) & %)	22,440 33.9	17,410 26.3	16,290 24.6	15,490 23.4	12,840 19.4	19.9*	18.8*										
SHARE OF AUDIENCE %	52	40	38	36	31	32 *	31 *										
AVG. AUD. BY ¼ HR. %	33.2	34.6	26.4	26.1	24.3	24.8	23.3	23.5	20.4	19.4	19.0	18.6					

TOTAL AUDIENCE (Households (000) & %)	17,940 27.1								19,530 29.5								
NBC TV	Emergency NBC Saturday Night At The Movies "THE WAY WEST" (9:00-11:25PM)																
AVERAGE AUDIENCE (Households (000) & %)	14,630 22.1	20.3*			23.9*	13,040 19.7	20.0*		19.9*			19.1*					
SHARE OF AUDIENCE %	34	31 *			37 *	32	31 *		31 *			30 *					
AVG. AUD. BY ¼ HR. %	19.8	20.8	23.8	24.0	20.4	19.7	20.1	19.7	19.2	18.9	18.8	19.4					

TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	58.1	59.4	60.2	61.8	64.2	64.9	64.3	64.2	62.1	62.1	61.5	60.9	59.5	58.6	57.2	55.3	
WK 2	56.5	58.3	59.2	61.2	64.2	65.1	65.0	65.6	65.1	64.6	64.8	64.8	63.1	62.3	61.6	60.8	

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) "NUMBER ONE" (9:00-11:05PM) FOR REMAINING RATINGS SEE OF PAGES.
(2) "THE WAY WEST" (9:00-11:15PM) FOR REMAINING RATINGS SEE OF PAGES.

EVE. SAT. JAN. 12, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 8, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			14,030 21.2				14,700 22.2										
	ABC TV				The F.B.I.					ABC Sunday Night Movie "INDICT AND CONVICT" (8:30-10:30PM)								
	AVERAGE AUDIENCE (Households (000) & %)			11,650 17.6				10,920 16.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			17.6 27	16.7* 27 *		18.6* 28 *	16.5 24	15.9* 24 *		16.4* 24 *		16.8* 25 *		16.9* 25 *			
W E K 2	TOTAL AUDIENCE (Households (000) & %)			9,800 14.8				16,950 25.6				17,080 25.8						
	CBS TV				Perry Mason®				Mannix				Barnaby Jones					
	AVERAGE AUDIENCE (Households (000) & %)			7,550 11.4				14,370 21.7				15,560 23.5						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			11.4 18	11.1* 18 *		11.6* 18 *	21.7 32	20.6* 31 *		22.9* 33 *	23.5 35	23.3* 34 *		23.8* 36 *			
W E K 3	TOTAL AUDIENCE (Households (000) & %)			23,240 35.1				20,650 31.2										
	NBC TV				Wonderful World of Disney "THE WHIZ KID AND THE MYSTERY AT RIVERTON" PART I (7:30-8:30PM)					NBC Sunday Mystery Movie "MCMILLAN AND WIFE" (8:30-10:30PM)								
	AVERAGE AUDIENCE (Households (000) & %)			19,530 29.5				16,750 25.3										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			29.5 46	28.2* 45 *		30.7* 47 *	25.3 37	25.9* 38 *		25.5* 37 *	25.4 35	25.4* 37 *		24.3* 36 *			
W E K 4	TOTAL AUDIENCE (Households (000) & %)			23,100 34.9													4,500 6.8	
	ABC TV				ABC Sunday Night Movie® "TRUE GRIT" (7:30-10:05PM)													(1) Americans All (10:15-10:30PM) (Ford Motor Co.)
	AVERAGE AUDIENCE (Households (000) & %)			15,950 24.1													4,630 7.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24.1 36	21.0* 33 *		22.6* 35 *		24.5* 36 *		25.6* 37 *	26.5 38 *	26.4* 38 *		26.5 38 *		7.0 12	
W E K 5	TOTAL AUDIENCE (Households (000) & %)			11,320 17.1				12,780 19.3				23,500 35.5						
	CBS TV				Perry Mason				Mannix				Barnaby Jones					
	AVERAGE AUDIENCE (Households (000) & %)			8,410 12.7				10,660 16.1				15,230 23.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			12.7 20	12.1* 19 *		13.2* 20 *	16.1 24	15.4* 23 *		16.9* 24 *	23.0 35	17.2* 25 *		28.8* 46 *			
W E K 6	TOTAL AUDIENCE (Households (000) & %)			19,600 29.6				19,330 29.2										
	NBC TV				Wonderful World of Disney "THE WHIZ KID AND THE MYSTERY AT RIVERTON" CONCLUSION (7:30-8:30PM)					NBC Sunday Mystery Movie "COLUMBO" (8:30-10:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)			16,020 24.2				15,690 23.7										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24.2 38	23.4* 37 *		25.1* 39 *	23.7 35	23.8* 35 *		23.6* 34 *		23.6* 34 *					
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.6	59.5	61.8	63.2	65.0	66.7	66.9	67.8	68.6	68.5	68.1	68.0	67.7	65.9	56.6	53.4	
WK 2		58.9	60.2	62.7	64.5	64.4	65.4	66.8	67.9	69.6	69.5	68.9	68.8	64.2	60.0	54.2	51.5	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

... SUSTAINING PROMO, ABC, 10:05-10:15 PM SUSTAINER, (S).

EVE. SUN. JAN. 13, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 14, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,080
25.8

25,820
39.0

The Rookies

ABC Monday Night Movie
FROM RUSSIA WITH LOVE (9:00-11:25PM) (1)

14,300
21.6
32
19.9

20.4*
30*
20.9

22.9*
33*
23.9

17,410
26.3
42
27.2

27.4*
40*
27.6

27.4
27.4

27.6*
42*
27.8

27.0

26.6*
41*
26.2

25.5

25.4*
42*
25.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,460
29.4

17,010
25.7

15,760
23.8

17,870
27.0

Gunsmoke

Here's Lucy

Dick Van Dyke Show

Medical Center

16,420
24.8
36
23.4

24.2*
36*
25.0

25.4*
37*
24.8

15,230
23.0
33
22.2

14,700
22.2
33
22.1

22.3

15,160
22.9
37
23.1

22.9*

36*
22.8

23.4

22.9*
38*
22.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,170
21.4

13,240
20.0

The Magician

NBC Monday Night At The Movies
"THE NAKED RUNNER" (9:00-11:00PM)

10,790
16.3
24
14,560
22.0

16.6*
25*
17.0

16.1*
23*
18.4*

7,480
11.3
17
20,520
31.0

12.5*
18*
21.4*

11.6*
17*
22.9

10.8*
17*
21.5

10.3*
17*
20.6

10.2*

10.2*

10.2*

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,650
17.6
26
16.4

16.7*
25*
17.0

18.4*
26*
19.1

14,230
21.5
33
20.7

21.4*
31*
22.0

23.1

22.9

21.5

21.3*
33*
21.0

20.6

20.2*
34*
19.7

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,660
29.7

16,020
24.2

15,560
23.5

16,220
24.5

Gunsmoke

Here's Lucy

Dick Van Dyke Show

Medical Center

16,810
25.4
37
24.1

24.7*
37*
25.3

26.2*
38*
26.4

14,500
21.9
32
22.1

21.4*
31*
21.7

21.1
31
20.9

21.3

13,640
20.6
33
20.7

20.8*
32*
21.0

20.5

20.4*
34*
20.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,890
24.0

16,480
24.9

The Magician

NBC Monday Night At The Movies
"RABBIT, RUN" (9:00-10:50PM)

13,370
20.2
30
19.2

19.7*
30*
20.1

20.7*
30*
20.8

11,590
17.5
27
19.1

18.5*
27*
17.8

17.3

17.6

17.5*
26*
17.8

17.8

17.4*
27*
17.1

16.6

16.2*
27*
15.2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

59.7	60.7	62.6	65.1	67.3	68.0	68.8	69.7	69.6	68.6	66.7	66.3	64.7	63.6	62.0	60.1
57.0	57.8	59.7	61.9	65.2	67.6	69.1	69.9	69.4	68.5	67.0	67.4	65.3	63.9	61.6	57.6

U.S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) "VOYAGE INTO THE WORLD OF SINBAD THE SAILOR" (Sustainer) (10:50-11:00PM)

EVE. MON. JAN. 21, 1974

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 15, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

16,350 24.7		25,220 38.1								20,790 31.4						
Happy Days		Tuesday Movie of the Week						Marcus Welby, M.D.								
"MRS. SUNDANCE" (8:30-10:00PM)																
15,230 23.0		19,530 29.5								17,810 26.9						
34 22.7		43 23.3		26.9* 40 *				29.0* 42 *		32.6* 48 *		27.1* 44 *		26.6* 47 *		
		26.4		27.5		28.7		29.3		32.3		27.2		27.0		

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,430 21.8	15,620 23.6			15,890 24.0													
Maude		Hawaii Five-0				NBA All Star Game (9:30-11:50PM) (1)											
13,170 19.9	13,040 19.7				19.1*			20.3*	7,410 11.2		11.9*		12.7*		10.6*		
30 19.5	29 20.4				28 *			30 *	20		18 *		20 *		18 *		
					18.9			19.3	20.4		12.1		11.7		13.0		10.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,430 21.8		16,550 25.0											14,630 22.1			
Adam 12		NBC Tuesday Mystery Movie "BANACEK" (8:30-10:00PM)										Police Story				
13,500 20.4		11,120 16.8											12,180 18.4			
30 19.5		25 20.4											27 20.2		30 20.4	32 19.3
		18.9											18.1		13.0	10.7

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,620 23.6				20,320 30.7									17,410 26.3			
Happy Days				Tuesday Movie of the Week "GET CHRISTIE LOVE" (8:30-10:00PM)				Marcus Welby, M.D.								
14,230 21.5				16,290 24.6			23.6*			24.3*			14,830 22.4		22.5*	22.2*
31 20.9				35 22.1			34 *			35 *			36 *		35 *	37 *
				23.4			23.8		24.4	24.2	25.8		26.2		22.3	22.5
															22.0	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,960				17,540								14,630				
22.6				26.5								22.1				
Maude				Hawaii Five-0				Tuesday Night CBS Movies								
"HAWKINS" (9:30-11:00PM)																
14,170				15,030				10,390								
21.4				22.7			22.3*	23.2*	15.7			16.8*		15.6*		14.8*
31				33			32 *	33 *	24			24 *		24 *		25 *
20.9	22.0	22.0	22.5	23.3	23.1	17.1	16.5	15.8	15.4	15.1	14.5					

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1490 23.4	15,290 23.1												15,950 24.1			
Adam 12	NBC Tuesday Mystery Movie "BANACEK" (8:30-10:00PM)										Police Story					
1100 21.3	11,450 17.3												13,700 20.7			
31 20.8	25 21.7	16.9* 24 *			16.4* 23 *				18.6* 27 *				20.7 33	21.1* 33 *		20.2* 33 *
		17.2	16.6	16.2	16.5	18.5	18.7	21.4	20.8	20.7	19.6					

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

57.3	59.3	60.4	62.6	66.2	68.0	67.8	68.2	68.2	68.5	68.1	67.2	62.8	60.9	58.5	55.5
59.9	62.0	62.8	65.2	68.1	70.3	68.9	69.7	70.0	69.9	69.1	68.8	64.4	63.0	61.4	59.2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. TUE. JAN. 22, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 16, 1974

W

E

E

K

1

W

E

E

K

2

TV

A-7

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					20,120 30.4						18,600 28.1						
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					14,560 22.0	19.9*		21.9*		24.3*	15,820 23.9						
SHARE OF AUDIENCE %					33	30 *		32 *		36 *	38						
AVG. AUD. BY ¼ HR. %					19.4	20.3	21.7	22.0	24.3	24.3	22.3	23.1*	35 *		24.5*	24.1*	41 *
CBS TV					18,600 28.1				19,990 30.2				16,090 24.3				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					15,090 22.8	22.4*		23.2*	15,950 24.1	23.4*		24.7*	13,770 20.8		21.0*		20.6*
SHARE OF AUDIENCE %					34	34 *		34 *	36	35 *		37 *	34		33 *		35 *
AVG. AUD. BY ¼ HR. %					21.7	23.1	23.1	23.4	23.2	23.6	24.8	24.6	21.1	20.8	20.7		20.6
NBC TV					15,090 22.8				14,300 21.6								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					11,980 18.1	18.2*		18.1*	8,540 12.9	13.9*		13.3*		12.9*		11.5*	
SHARE OF AUDIENCE %					27	28 *		27 *	20	21 *		20 *		21 *		20 *	
AVG. AUD. BY ¼ HR. %					18.4	18.1	18.3	17.8	14.0	13.7	13.8	12.8	11.7	12.4	12.1	10.8	
ABC TV					22,640 34.2								15,090 22.8				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					15,620 23.6	20.8*		22.5*		25.5*			13,240 20.0		20.5*		19.4*
SHARE OF AUDIENCE %					35	31 *		32 *		37 *			33		33 *		33 *
AVG. AUD. BY ¼ HR. %					20.1	21.5	22.3	22.8	25.1	26.0	26.8	26.0	20.5	20.4	20.0		18.9
CBS TV					20,390 30.8				21,120 31.9				18,140 27.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					16,550 25.0	23.7*		26.3*	17,610 26.6	26.1*		27.1*	16,020 24.2		24.1*		24.2*
SHARE OF AUDIENCE %					37	36 *		38 *	39	38 *		39 *	40		39 *		41 *
AVG. AUD. BY ¼ HR. %					23.1	24.3	26.1	26.5	25.8	26.4	26.8	27.3	24.3	23.9	24.3		24.1
NBC TV					12,380 18.7				12,310 18.6								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					10,000 15.1	15.3*		15.0*	7,810 11.8	11.0*		10.5*		13.0*		12.9*	
SHARE OF AUDIENCE %					22	23 *		22 *	18	16 *		15 *		21 *		22 *	
AVG. AUD. BY ¼ HR. %					15.2	15.5	15.2	14.7	11.3	10.7	10.0	11.0	12.9	13.1	12.8		13.0
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	56.1	58.2	59.9	62.1	64.5	66.4	67.5	67.8	67.0	67.2	66.4	66.2	63.7	62.2	60.3	57.2	
WK 2	57.2	60.4	61.0	62.7	65.6	67.1	68.8	69.8	68.6	69.3	69.8	67.6	62.3	60.9	60.0	57.9	

U. S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) MOVIE PROMO (SUSTAINER) 9:50-10:00PM

EVE. WED. JAN. 23, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 17, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

U.S. TV Households: 66,200,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. THU. JAN. 24, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 18, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					10,790 16.3		19,460 29.4						14,170 21.4		15,030 22.7		
					Brady Bunch		The Six Million Dollar Man				Odd Couple		Toma				
					10,000		16,020				13,240		12,710				
					15.1		24.2				25.6*		20.0		19.2		19.8*
					24		38				40*		32		32		34*
					14.7	15.6	22.4	23.2	25.6	25.6	20.4	19.7	18.4	19.0	20.0	19.6	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					15,820 23.9		21,450 32.4										
					Dirty Sally		Friday Night CBS Movies (R) "THE UNDEFEATED" (8:30-11:00PM)										
					14,560		13,040										
					22.0		19.7				18.4*		21.6*		21.7*		19.9*
					34		32				29*		35*		36*		34*
					21.9	22.0	17.3	16.6	18.2	18.5	21.4	21.8	21.9	21.4	21.1	18.7	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					18,010 27.2		13,310 20.1		10,460 15.8		10,130 15.3		13,110 19.8				
					Sanford and Son		Lotsa Luck		Girl With Something Extra		Brian Keith Show		Dean Martin Comedy Hour				
					16,810		12,510		9,530		9,270		10,260				
					25.4		18.9		14.4		14.0		15.5		15.7*		15.2*
					40		30		22		22		26		26*		26*
					25.0	25.7	18.7	18.0	14.4	14.4	14.2	13.9	15.3	16.2	15.3	15.2	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					10,920 16.5		19,400 29.3						15,090 22.8		14,900 22.5		
					Brady Bunch		The Six Million Dollar Man				Odd Couple		Toma				
					10,330		15,820				14,030		12,780				
					15.6		23.9				25.5*		21.2		19.3		19.7*
					25		38				40*		34		32		33*
					14.7	16.5	21.4	23.1	25.5	25.5	21.2	21.2	19.0	19.0	19.2	20.1	

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					13,840 20.9		18,210 27.5										
					Dirty Sally		Friday Night CBS Movies (R) "KOJAK AND THE MARCUS-NELSON MURDERS" (8:30-11:00PM)										
					12,310		11,920										
					18.6		18.0				15.9*		18.7*		20.6*		19.4*
					30		29				25*		30*		34*		33*
					18.3	18.9	15.7	15.2	15.6	16.2	18.4	18.9	20.7	20.6	20.2	18.5	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					18,210 27.5		13,240 20.0		11,590 17.5		12,180 18.4		14,760 22.3				
					Sanford and Son		Lotsa Luck		Girl With Something Extra		Brian Keith Show		Dean Martin Comedy Hour				
					16,290		11,780		10,530		11,060		11,320				
					24.6		17.8		15.9		16.7		17.1		17.4*		16.9*
					40		28		25		27		28		29*		28*
					24.1	25.0	17.6	17.9	16.2	15.6	16.5	16.9	17.8	17.0	16.8	17.0	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

53.4	55.8	57.2	60.0	63.9	64.6	63.6	63.3	64.0	64.5	62.9	61.9	60.3	60.2	59.5	56.6
51.9	53.7	54.6	57.5	60.5	62.0	61.7	63.6	63.0	63.5	62.6	62.4	61.6	60.5	59.7	58.9

U.S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. FRI. JAN. 25, 1974

A-12

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 19, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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WEEK 1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

A-13

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.
(1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. SAT. JAN. 26, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 20, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,980
18.1

19,790
29.9

American Heritage
"LINCOLN: TRIAL BY FIRE" (7:30-8:30PM)
(Texaco, Inc.)

ABC Sunday Night Movie
"FOR A FEW DOLLARS MORE" (8:30-10:30PM)

9,270

14,560

14.0

22

13.2

13.3*

22 *

13.5

14.2

15.1

22.0

21.9*

33 *

22.5*

33 *

22.1*

32 *

21.4*

32 *

13.2

13.5

14.2

15.1

22.0

21.8

22.4

22.6

22.3

21.8

21.5

21.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,920
18.0

14,700
22.2

15,950
24.1

Perry Mason

Mannix

Barnaby Jones

9,330

12,110

13,900

14.1

22

12.5

12.9*

21 *

13.3

14.7

15.9

16.6

17.9

19.1

19.5

20.3

21.3

21.3

21.3

12.5

13.3

14.7

15.9

16.6

17.9

19.1

19.5

20.3

21.3

21.3

21.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

23,700
35.8

20,060
30.3

NBC Sunday Mystery Movie
"McCLOUD" (8:30-10:30PM)

20,060

30.3

48

12,510

18.9

30.0*

49 *

13.3

14.7

15.9

16.6

17.9

19.1

19.5

20.3

21.3

21.3

21.3

12.5

13.3

14.7

15.9

16.6

17.9

19.1

19.5

20.3

21.3

21.3

21.3

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9,270

14.0

23

12.5

12.8*

21 *

13.1

14.1

16.4

19.8

20.2

21.4

21.9

22.9

23.5

24.6

24.2

12.5

13.1

14.1

16.4

19.8

20.2

21.4

21.9

22.9

23.5

24.6

24.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

10,260
15.5

14,630
22.1

17,870
27.0

Perry Mason

Mannix

Barnaby Jones

7,940

12.0

20

11.9

11.7*

20 *

11.5

12.1

12.8

17.1

18.5

19.2

19.6

18.2

19.3

23.9

23.6

11.9

11.5

12.1

12.8

17.1

18.5

19.2

19.6

18.2

19.3

23.9

23.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

22,180
33.5

18,010
27.2

10,990
16.6

Wonderful World of Disney
"HOG WILD" CONCLUSION (7:30-8:30PM)

NBC Sunday Mystery Movie
"McMILLAN AND WIFE" (8:30-10:00PM)

NBC News Special Edition
(10:00-11:00PM)

18,930

28.6

47

27.5

28.0*

47 *

28.6

29.3

28.9

22.9

22.3

21.5

21.4

22.0

20.5

11.5

10.5

11.3

27.5

28.6

29.3

28.9

22.9

22.3

21.5

21.4

22.0

20.5

11.5

10.5

11.3

27.5

28.6

29.3

28.9

22.9

22.3

21.5

21.4

22.0

20.5

11.5

10.5

11.3

27.5

28.6

29.3

28.9

22.9

22.3

21.5

21.4

22.0

20.5

11.5

10.5

11.3

27.5

28.6

29.3

28.9

22.9

22.3

21.5

21.4

22.0

20.5

11.5

10.5

11.3

27.5

28.6

29.3

28.9

22.9

22.3

21.5

21.4

22.0

20.5

11.5

10.5

11.3

27.5

28.6

EVE. MON. JAN. 28, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,370 21.7				15,490 23.4									
	ABC TV							The Rookies				ABC Theater Special "JUDGMENT: THE TRIAL OF ETHEL AND JULIUS ROSENBERG" (9:00-10:25PM)				ABC News Special "BRITAIN'S DARKEST HOUR" (10:30-11:00PM) (SUS.)			
	AVERAGE AUDIENCE (Households (000) & %)					11,920 18.0		17.4*		11,060 16.7		17.1*		16.4*		16.6*			
	SHARE OF AUDIENCE %					27		27 *		28 *		26		25 *		27 *			
	AVG. AUD. BY 1/4 HR. %					16.9		17.9		18.3		19.0		18.0		16.3		16.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,810 26.9				17,740 26.8		16,750 25.3		17,740 26.8					
	CBS TV							Gunsmoke		Here's Lucy		Dick Van Dyke Show				Medical Center			
	AVERAGE AUDIENCE (Households (000) & %)					15,760 23.8		23.5*		16,290 24.6		15,490 23.4		14,430 21.8		20.8*		22.8*	
	SHARE OF AUDIENCE %					36		36 *		38		36		37		34 *		40 *	
	AVG. AUD. BY 1/4 HR. %					23.1		23.9		24.2		25.1		23.1		20.8		22.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,030 21.2				16,620 25.1									
	NBC TV							The Magician				NBC Monday Night At The Movies "SEE NO EVIL" (9:00-10:50PM) (R)							
	AVERAGE AUDIENCE (Households (000) & %)					11,190 16.9		10.5*		11,520 17.4		13.9*		17.2*		18.0*		19.0*	
	SHARE OF AUDIENCE %					22		22 *		22		22 *		22 *		22 *		22 *	
	AVG. AUD. BY 1/4 HR. %					17,810 26.9				21,250 32.1									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,810 26.9				21,250 32.1									
	ABC TV							The Rookies				ABC Monday Night Movie "THE BIG BOUNCE" (9:00-10:55PM)							
	AVERAGE AUDIENCE (Households (000) & %)					14,630 22.1		20.5*		15,420 23.3		24.1*		24.3*		22.8*		21.8*	
	SHARE OF AUDIENCE %					33		31 *		36		35 *		36 *		36 *		36 *	
	AVG. AUD. BY 1/4 HR. %					19.3		21.6		23.2		24.0		23.4		24.8		22.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,500 21.9		14,100 21.3		20,260 30.6				19,790 29.9					
	CBS TV							Little Mermaid (8:00-8:30PM)		Dr. Seuss "HORTON HEARS A WHO" (8:30-9:00PM) (R)		Mitzi Gaynor: A Tribute to the American Housewife (9:00-10:00PM)				Country Music Hit Parade (10:00-11:00PM) American Gas Assn.			
	AVERAGE AUDIENCE (Households (000) & %)					12,510 18.9		12,510 18.9		16,090 24.3		23.5*		25.1*		25.0		24.9*	
	SHARE OF AUDIENCE %					29		28		36		34 *		37 *		40		42 *	
	AVG. AUD. BY 1/4 HR. %					19.6		18.3		19.6		23.2		23.8		24.6		24.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,880 25.5				14,960 22.6									
	NBC TV							The Magician				NBC Monday Night At The Movies "KALEIDOSCOPE" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					13,840 20.9		20.6*		8,140 12.3		14.2*		11.9*		11.5*		11.5*	
	SHARE OF AUDIENCE %					31		31 *		19		21 *		18 *		18 *		19 *	
	AVG. AUD. BY 1/4 HR. %					19.9		21.2		21.6		20.8		15.2		13.2		12.4	
TV HOUSEHOLDS USING TV WK 1		56.6	59.4	61.6	62.9	64.8	65.7	66.6	67.5	68.3	69.2	70.1	71.0	71.9	72.8	73.7	74.6	75.5	
TV HOUSEHOLDS USING TV WK 2		56.6	59.4	61.6	62.9	64.8	65.7	66.6	67.5	68.3	69.2	70.1	71.0	71.9	72.8	73.7	74.6	75.5	

U.S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) SPECIAL PREVIEW, ABC, MON. 10:25-10:30PM, (SUS.), (5)
(2) FEATURETTE, 10:50-11:00PM, "MR. Q". (SUS.), (5)
(3) MOVIE PREVIEWS, ABC, MON. 10:55-11:00PM (SUS.), (5)

EVE. MON. FEB. 4, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 29, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,760 23.8		22,970 34.7						16,950 25.6				
	ABC TV							Happy Days		Tuesday Movie of the Week "THE GIRL WHO CAME GIFT-WRAPPED" (8:30-10:00PM)					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)					14,560 22.0		17,870 27.0						14,500 21.9		22.5*		21.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					33 21.9		40 26.1		26.2* 26.4		26.8* 26.9		28.1* 27.6		37 22.8	37* 22.2	37* 20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,760 23.8		16,480 24.9				14,830 22.4						
	CBS TV							Maude		Hawaii Five-0				Tuesday Night CBS Movies "SHAFT" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					14,630 22.1		14,170 21.4				11,320 17.1				17.8*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					33 21.5		31 21.6		21.5* 21.4		21.2* 21.0		16.7* 16.7		25* 18.0	29* 17.5	29* 17.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,030 21.2		13,770 20.8						11,920 18.0				
	NBC TV							Adam 12		NBC Tuesday Mystery Movie "SNOOP SISTERS" (8:30-10:00PM)					Police Story			
	AVERAGE AUDIENCE (Households (000) & %)					12,780 19.3		9,930 15.0						10,060 15.2		15.5*		15.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					29 18.7		22 15.3		15.1* 14.7		14.7* 14.7		15.0* 14.7		23* 15.5	25* 15.5	26* 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,760 23.8		20,460 30.9						19,400 29.3				
	ABC TV							Happy Days		Tuesday Movie of the Week "CAN ELLEN BE SAVED?" (8:30-10:00PM)					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)					14,700 22.2		15,160 22.9						16,880 25.5		25.2*		25.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 21.8		34 21.8		21.6* 21.4		22.1* 22.2		24.9* 24.8		42 25.5	40* 26.2	43* 25.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,350 24.7		25,160 38.0				21,910 33.1						
	CBS TV							Maude		Hawaii Five-0				Tuesday Night CBS Movies "HAWKINS" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					15,030 22.7		21,710 32.8				16,290 24.6				24.8*		23.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					33 22.0		48 29.5		31.0* 32.5		34.7* 34.6		25.7* 25.1		38* 24.8	40* 24.7	39* 24.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,430 21.8		10,860 16.4						6,490 9.8				
	NBC TV							Adam 12		Hallmark Hall of Fame "THE COUNTRY GIRL" (8:30-10:00PM) (Hallmark Cards, Inc.)					NBC News Reports "THE MAN WHO CHANGED THE NAVY" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					12,980 19.6		6,490 9.8						5,230 7.9		7.7*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					29 19.1		14 12.1		10.8* 9.6		9.0* 9.0		9.7* 9.7		13 7.8	12* 7.6	13* 8.0
TV HOUSEHOLDS USING TV WK 1		56.3	58.6	59.5	62.7	66.2	68.4	68.3	68.0	68.1	67.5	67.1	65.6	61.8	59.7	58.1	55.9	
(See Def. 1)		60.1	61.1	61.8	64.2	67.5	69.3	68.3	68.6	69.5	69.6	67.9	66.1	62.9	61.9	60.9	58.6	

U.S. TV Households: 66,200,000. *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. TUE. FEB. 5, 1974

TV HOUSEHOLDS U
(See Def. 1)

EVE. WED. FEB. 6, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 31, 1974

W
E
E
K
1

W
E
E
K
2

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1	53.6	55.6	57.3	60.6	65.3	66.7	68.0	68.9	67.8	67.4	67.5	67.1	65.0	64.2	62.7	60.3
(See Def. 1) WK 2	58.7	60.6	62.1	63.8	67.2	69.3	70.9	71.6	70.3	70.7	70.7	70.0	65.7	64.6	63.6	58.7

U.S. TV Households: 66,200,000. *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE "MEAN STREET" (10:50-11:00PM) (SUS.), (S)

EVE. THU. FEB. 7, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 8, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,900 21.0				21,250 32.1								
AVERAGE AUDIENCE (Households (000) & %)					9,330 14.1				17,810 26.9								
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 12.2	12.6*	20 *	15.6*	24 *	44	25.8*	42 *	28.0*	46 *	28.3		
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,700 22.2		16,750 25.3		10,060 15.2								
AVERAGE AUDIENCE (Households (000) & %)					13,240 20.0		14,960 22.6		6,690 10.1								
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 19.2	20.8	35 22.3	22.9	16 12.2	11.0* 18 *	9.8	9.1	9.2*	15 *	9.2		
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,590 31.1		15,890 24.0		13,170 19.9		12,510 18.9						
AVERAGE AUDIENCE (Households (000) & %)					19,000 28.7		14,100 21.3		11,320 17.1		11,450 17.3						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 16.9		21.3	22.3	17.1	17.3	17.3	17.3	17.3	17.3	17.3	17.3	17.3
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,250 18.5		20,850 31.5		13,570 20.5		12,180 18.4						
AVERAGE AUDIENCE (Households (000) & %)					11,390 17.2		15,950 24.1		11,920 18.0		10,390 15.7						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 16.9	17.5	36 21.6	22.0*	40 *	26.3*	25	15.3	15.7*	25 *	15.6	15.9	15.9
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					12,640 19.1		16,550 25.0		18,270 27.6								
AVERAGE AUDIENCE (Households (000) & %)					11,920 18.0		15,290 23.1		11,650 17.6		15,920 24 *		18.4*	28 *	18.3*	17.7*	17.7*
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 17.6	18.3	35 23.1	23.0	28 16.3	24 *	15.5	18.6	18.3	29 *	18.1	17.8	17.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					20,920 31.6		11,250 17.0		13,700 20.7		21,180 32.0						
AVERAGE AUDIENCE (Households (000) & %)					19,530 29.5		10,130 15.3		12,050 18.2		16,550 25.0						
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					44 28.9	30.2	23 15.7	14.9	28 17.3	35 *	22.9*	23.4	26.4	42 *	26.5	26.4	24.9
TV HOUSEHOLDS USING TV																	
WK 1	51.9	54.2	55.3	57.3	63.2	65.9	64.8	64.6	62.5	61.6	61.1	61.6	56.0	53.8	52.1	49.1	
WK 2	56.0	58.9	60.4	62.6	65.4	67.3	66.8	66.7	65.6	66.1	64.9	64.7	63.9	63.2	62.2	60.4	

U.S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. FRI. FEB. 1, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 2, 1974

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

55.8

54.6

58.1

56.9

59.9

57.9

60.9

60.4

63.6

63.6

64.8

65.0

64.2

64.4

64.1

64.1

62.2

63.1

62.0

62.6

61.6

61.8

61.6

61.6

60.7

60.0

59.3

60.3

59.0

59.4

56.0

57.4

U.S. TV Households: 66,200,000. *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. SAT. FEB. 9, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 3, 1974

W

E

E

K

1

W

E

E

K

2

A-15

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) NEW SEASON PREVIEWS 10:20-10:30PM (SUS.), (S)

EVE. SUN. FEB. 10, 1974

EVE. MON. FEB. 11, 1974

		TV AUDIENCE ESTIMATES																		EVE. MON. FEB. 11, 1974			
		TIME																					
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00					
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)				15,560 23.5				17,480 26.4													
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY 1/4 HR. %																						
		TOTAL AUDIENCE (Households (000) & %)				17,540 26.5				13,440 20.3				12,580 19.0				12,780 19.3					
		AVERAGE AUDIENCE (Households (000) & %)																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY 1/4 HR. %																					
		TOTAL AUDIENCE (Households (000) & %)				14,300 21.6				21,580 32.6													
		AVERAGE AUDIENCE (Households (000) & %)																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY 1/4 HR. %																					
		TOTAL AUDIENCE (Households (000) & %)				17,680 26.7				26,616 40.2													
		AVERAGE AUDIENCE (Households (000) & %)																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY 1/4 HR. %																					
		TOTAL AUDIENCE (Households (000) & %)				17,340 26.2				12,380 18.7				11,060 16.7				12,180 18.4					
		AVERAGE AUDIENCE (Households (000) & %)																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY 1/4 HR. %																					
		TOTAL AUDIENCE (Households (000) & %)				14,630 22.1				14,500 21.9													
		AVERAGE AUDIENCE (Households (000) & %)																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY 1/4 HR. %																					
		TOTAL AUDIENCE (Households (000) & %)				11,780 17.8				10,260 15.5				17,0*				14.8*				14.1*	
		AVERAGE AUDIENCE (Households (000) & %)																					
		SHARE OF AUDIENCE %																					
		AVG. AUD. BY 1/4 HR. %																					
		TV HOUSEHOLDS USING TV WK 1				59.1				60.3				61.1				62.5				63.3	
		(See Def. 1) WK 2				58.2				59.5				60.2				63.1				64.3	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (CP) See Other Programs Section: Page A-34.

(1) MOVIE PROMO, ABC, MONDAY, 10:55-11:00PM, (SUS.) (\$)

EVE. MON. FEB. 18, 1974

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EAG' NOW' FEB 18 1974
EVE. TUE. FEB. 12, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,290 23.1	19,930 30.1						16,420 24.8			
	ABC TV					Happy Days		Tuesday Movie of the Week "I LOVE YOU, GOODBYE" (8:30-10:00PM)					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)					13,970 21.1	14,630 22.1	21.4*		21.7*		23.2*	14,430 21.8	21.9*		21.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					33 20.6	33 21.6	32* 21.3		33* 21.4		36* 23.5	37 23.0	36* 21.8		38* 21.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,480 24.9	17,810 26.9					14,430 21.8				
	CBS TV					Maude		Hawaii Five-0					Tuesday Night CBS Movies "THE PHANTOM OF HOLLYWOOD" (9:30-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					15,160 22.9	14,960 22.6	22.2*		22.9*	9,930 15.0					
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 22.1	34 23.6	34* 22.0		34* 22.5	24 14.6		22* 14.6	25* 15.4		26* 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,770 20.8	17,410 26.3						15,560 23.5			
	NBC TV					Adam 12		NBC Tuesday Mystery Movie "BANACEK" (8:30-10:00PM)					Police Story			
	AVERAGE AUDIENCE (Households (000) & %)					12,450 18.8	12,180 18.4	17.7*		17.8*			12,910 19.3	15.3*		15.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					29 15.890	28 22,040	27* 33.3		27* 17.8			28* 17,340	25* 26.2		26* 15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,890 24.0	22,040 33.3									
	ABC TV					Happy Days		American Music Awards (8:30-10:00PM)					Marcus Welby, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)					14,430 21.8	17,210 26.0	24.5*		25.6*		27.9*	14,830 22.4	22.8*		21.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 21.4	38 22.2	36* 23.7		37* 25.5		42* 27.8	37 22.8	36* 22.8		37* 21.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,090 24.3	17,680 26.7					15,360 23.2				
	CBS TV					Maude		Hawaii Five-0					Tuesday Night CBS Movies "SHAFT" (9:30-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					14,700 22.2	15,090 22.8	22.7*		23.0*	10,920 16.5		16.2*	17.2*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					33 21.8	33 22.7	33* 22.9		33* 22.7	26 16.5		24* 16.0	27* 17.3		27* 15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,300 21.6	16,220 24.5						14,900 22.5			
	NBC TV					Adam 12		NBC Tuesday Mystery Movie "BANACEK" (8:30-10:00PM)					Police Story			
	AVERAGE AUDIENCE (Households (000) & %)					13,040 19.7	12,840 19.4	18.8*		19.4*		20.1*	13,240 20.0	20.1*		20.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					29 18.8	28 20.5	28* 18.9		28* 19.1		30* 19.7	33 19.8	32* 20.3		34* 19.5
TV HOUSEHOLDS USING TV WK 1		53.9	55.8	57.5	59.4	63.3	65.4	65.9	66.2	66.5	66.9	65.3	65.0	62.1	60.3	58.7
(See Def. 1)		58.5	60.2	61.3	63.6	66.3	68.3	68.0	68.6	69.4	69.7	67.5	66.2	62.9	62.8	61.0
U.S. TV Households: 66,200,000																

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34
EVE. TUE. FEB. 19, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 13, 1974

W
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1

W
E
E
K
2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

54.2	57.5	58.1	59.6	61.8	64.1	65.3	66.7	68.1	69.1	69.0	68.1	64.0	62.9	60.5	55.4
58.3	60.2	60.8	62.0	64.2	66.9	67.9	68.6	68.8	69.1	68.9	68.8	65.9	65.0	64.3	62.6

U. S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE-"THE THOMAS CROWN AFFAIR", NBC, WED., 10:55-11:00PM, (SUS.) (5).

EVE. WED. FEB. 20, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 14, 1974

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS, SEE OF PAGES.

EVE. THU. FEB. 21, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 15, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					10,920 16.5		20,920 31.6						14,960 22.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
CBS TV					13,110 19.8		15,690 23.7		15,760 23.8								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
NBC TV					20,390 30.8		11,190 16.9		11,320 17.1		10,330 15.6		14,370 21.7				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
ABC TV					12,580 19.0		20,320 30.7				14,360 22.0		12,050 18.2				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
CBS TV					13,240 20.0		16,880 25.5		20,650 31.2								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
NBC TV					20,520 31.0		12,450 18.8		11,450 17.3		12,050 18.2		15,360 23.2				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV	WK 1	51.9	54.2	55.7	58.4	62.7	64.3	64.3	64.3	62.7	62.4	62.3	62.0	59.5	58.1	57.3	56.6
(See Def. 1)	WK 2	55.1	55.5	56.2	59.0	63.2	65.7	66.4	66.8	66.9	66.5	65.2	64.9	63.8	62.8	61.4	60.0

U.S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) CHARLES KURLALT: ON THE ROAD, CBS, FRIDAY, 10:55-11:00PM, (SUS.) (S).

EVE. FRI. FEB. 22, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 16, 1974

W

E

E

K

1

W

E

E

K

2

A-13

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Partridge Family®

ABC Suspense Movie

"LIVE AGAIN, DIE AGAIN" (8:30-10:00PM)

Owen Marshall, Counselor at Law →

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show →

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Emergency

NBC Saturday Night At The Movies

"THERE WAS A CROOKED MAN" (9:00-11:25PM)(1)

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

Partridge Family

ABC Suspense Movie
"HITCHHIKE!" (8:30-10:00PM)ABC News Closes on
Women in Prison
(10:00-11:00PM) (SUS.)TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show →

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

NBC Saturday Night At The Movies

"BEAVER VALLEY," "20,000 LEAGUES UNDER THE SEA" (8:00-11:00 PM)

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS, SEE OP. PAGES.

EVE. SAT. FEB. 23, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 17, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)			14,560 22.0				19,730 29.8										
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)			11,060 16.7				15,420 23.3										
SHARE OF AUDIENCE %			27				36										
AVG. AUD. BY ¼ HR. %			15.2				20.7										
TOTAL AUDIENCE (Households (000) & %)			15,230 23.0				16,290 24.6						15,360 23.2				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			12,450 18.8				13,970 21.1						13,370 20.2				
SHARE OF AUDIENCE %			31				32						31				
AVG. AUD. BY ¼ HR. %			17.2				20.3						20.3				
TOTAL AUDIENCE (Households (000) & %)			17,940 27.1				17,680 26.7										
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			15,030 22.7				12,640 19.1						19,200 29.2				
SHARE OF AUDIENCE %			37				30						31				
AVG. AUD. BY ¼ HR. %			20.7				26.1						28.6				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)			10,860 16.4				10,330 15.6						14,700 22.2				
SHARE OF AUDIENCE %			25				23						22				
AVG. AUD. BY ¼ HR. %			14.5				16.7						14.7				
TOTAL AUDIENCE (Households (000) & %)			14,500 21.9				16,220 24.5						21,780 32.9				
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			11,450 17.3				13,700 20.7						16,220 24.5				
SHARE OF AUDIENCE %			27				30						31				
AVG. AUD. BY ¼ HR. %			16.0				19.2						21.5				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			23.1* 39 *				18,800 28.4						10,000 15.1				
SHARE OF AUDIENCE %			39 *				41 *						26				
AVG. AUD. BY ¼ HR. %			22.3				26.7						16.2				
TV HOUSEHOLDS USING TV			52.5				63.1						65.8				
WK 1			52.5				63.1						65.8				
WK 2			57.8				65.3						66.9				

U. S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) AMERICANS ALL, ABC, SUN., 10:20-10:30PM, (SUS.) (5).
(2) FOR REM. RATINGS SEE PAGE A-33.

EVE. SUN. FEB. 24, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. FEB. 25, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					16,150 24.4				13,640 20.6								
					Nixon Press Conference (SUS.)				The Rookies (2)								
					12,640 19.1	17.3*			8,610 13.0	15.1*			13.8*		12.7*		11.1*
					28 15.7	25 *			20 16.6	22 *			21 *		20 *		19 *
						17.9	19.6	20.1		14.6	13.9	13.7	13.1	12.3	11.4	10.9	

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

						19,860 30.0				14,900 22.5		14,170 21.4		15,690 23.7			
					Nixon Press Conference (SUS.)				Gunsmoke		Here's Lucy		Dick Van Dyke Show		Medical Center (2)		
					15,760 23.8				13,700 20.7		12,710 19.2		12,580 19.0		18.9*		
					34 22.6	35 *			30 20.3		29 21.1		32 18.6		31 *		
						23.5	24.2	24.8		21.1	18.6	19.8	19.2	18.8	19.0		

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

						15,490 23.4				22,310 33.7							
					Nixon Press Conference (SUS.)				The Magician								
					11,520 17.4				16,420 24.8		24.5*		26.0*		25.7*		
					25 16.2	25 *			34 23.1		36 *		40 *		43 *		
						17.1	17.5	16.9		23.9	23.8	23.8	23.8	23.8	23.8	23.8	

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

						15,420 23.3											
									The Rookies								
					12,780 19.3	17.8*			11,120 16.8	17.5*		16.6*		16.9*		16.3*	
					29 17.3	28 *			26 18.2	26 *		25 *		27 *		28 *	
						18.4	20.2	21.2		16.7	16.6	16.5	16.9	16.9	16.5	15.9	

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

						17,210 26.0				15,820 23.9		15,290 23.1		16,220 24.5			
									Gunsmoke		Here's Lucy		Dick Van Dyke Show		Medical Center		
					14,900 22.5	21.7*			14,100 21.3		13,840 20.9		13,700 20.7		20.7*		20.7*
					34 21.1	34 *			32 20.7		32 20.6		35 21.2		33 *		36 *
						22.4	23.2	23.1		22.0	20.6	21.2	20.6	20.8	20.8	20.6	

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

						14,700 22.2				18,070 27.3							
									The Magician								
					11,190 16.9	16.5*			11,850 17.9	19.0*		19.1*		17.1*		16.1*	
					26 16.4	26 *			28 18.9	28 *		29 *		28 *		28 *	
						16.7	16.9	17.5		19.0	19.5	18.7	17.7	16.6	16.3	15.8	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

60.2	63.0	64.5	65.3	68.3	68.4	69.1	69.5	69.9	68.6	67.9	66.4	65.0	63.0	60.5	58.5	
55.7	57.5	59.0	61.7	63.3	64.8	66.6	67.8	67.8	67.2	65.8	65.3	63.1	61.0	59.4	56.4	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) NIXON ANALYSIS, CBS, MON., 8:10-8:15PM, SUS. (5). (2) FOR REM. RATINGS SEE OF PAGES.
 (3) NIXON ANALYSIS, NBC, MON., 8:10-8:15PM, SUS. (5). (4) FEATURETTE-"AMERICANS ALL", ABC, MON., 10:55-11:00PM, (SUS.) (5).
 (5) FEATURETTE-"CHANGE OF HABIT", NBC, MON., 10:55-11:00PM, (SUS.) (5).

EVE. MON. MAR. 4, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 20, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,480 24.9		21,910 33.1						17,080 25.8				
	ABC TV							Happy Days		Tuesday Movie of the Week "KILLER BEES" (8:30-10:00PM)								Marcus Welby, M.D.
	AVERAGE AUDIENCE (Households (000) & %)					14,900 22.5		16,480 24.9						14,300 21.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 22.1		36 23.2		24.7* 35* 24.7				26.3* 38* 26.1		22.0* 35* 21.8		21.3* 36* 21.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,420 24.8		18,010 27.2				17,210 26.0						
	CBS TV							Maude		Hawaii Five-0				Tuesday Night CBS Movies "MANHUNTER" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					15,090 22.8		14,630 22.1				12,050 18.2						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 21.9		31 21.8		21.8* 31* 21.8		22.4* 32* 22.6		16.5* 24* 16.7		19.0* 30* 19.2		19.1* 33* 18.9
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					13,840 20.9		16,810 25.4						13,770 20.8				
	NBC TV							Adam 12 Pt. 1		NBC Tuesday Mystery Movie "THE HUNTERS" (8:30-10:00PM)				American Bag (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					12,710 19.2		12,250 18.5						10,530 15.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 18.9		27 18.1		18.2* 26* 18.2		18.1* 26* 18.1		19.3* 28* 19.0		16.6* 27* 16.2		15.2* 26* 15.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV							Happy Days		Tuesday Movie of the Week "THE VICTIM" (8:30-10:00PM)								Marcus Welby, M.D.
	AVERAGE AUDIENCE (Households (000) & %)					14,300 21.6		11,780 17.8						13,640 20.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 20.8		26 16.5		16.7* 24* 16.9		17.1* 25* 17.3		19.5* 29* 19.7		20.5* 33* 21.0		20.8* 35* 20.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					16,880 25.5		20,120 30.4				16,750 25.3						
	CBS TV							Maude		Hawaii Five-0				Tuesday Night CBS Movies "HAWKINS" (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					15,490 23.4		16,680 25.2				11,920 18.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 23.0		37 24.2		24.6* 36* 24.9		25.8* 37* 25.8		19.4* 29* 18.4		17.9* 29* 17.5		16.6* 28* 16.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					13,170 19.9		18,930 28.6						15,420 23.3				
	NBC TV							Adam 12 Pt. 2		NBC Tuesday Mystery Movie "SNOOP SISTERS" (8:30-10:00PM)								Police Story
	AVERAGE AUDIENCE (Households (000) & %)					11,390 17.2		13,970 21.1						13,240 20.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 16.8		31 20.8		21.1* 31* 21.4		21.0* 30* 20.5		21.4* 32* 21.5		19.8* 32* 19.9		20.2* 34* 20.2
TV HOUSEHOLDS USING TV WK 1		56.0	59.1	59.8	64.0	67.4	69.8	69.9	70.8	70.4	70.6	69.1	68.1	63.3	61.6	59.5	57.2	
(See Def. 1)		54.4	55.9	56.9	60.6	64.5	66.7	67.5	69.2	69.7	69.5	67.5	66.1	62.9	62.1	59.9	58.0	
U.S. TV Households: 66,200,000		*Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.																
		EVE. TUE. MAR. 5, 1974																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 27, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00														
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,320 17.1		17,010 25.7							13,770 20.8																	
	ABC TV							The Cowboys		Wednesday Movie of the Week "UNWED FATHER" (8:30-10:00PM)							Doc Elliot															
	AVERAGE AUDIENCE (Households (000) & %)					10,330 15.6		13,040 19.7		16.9*		20.9*		21.3*	17.4	17.8*		16.9*														
	SHARE OF AUDIENCE %					25		30		26 *		32 *		32 *	29	29 *		29 *														
	AVG. AUD. BY ¼ HR. %					15.3	15.9	16.5	17.2	20.6	21.2	21.8	20.8	18.1	17.6	17.6	16.3															
W E K 2	TOTAL AUDIENCE (Households (000) & %)					22,570 34.1				19,860 30.0				18,930 28.6																		
	CBS TV							Sonny and Cher Comedy Hour		Cannon							Kojak															
	AVERAGE AUDIENCE (Households (000) & %)					16,880 25.5		24.8*		17,010 25.7		24.9*		26.5*	17,080 25.8	25.9*		25.7*														
	SHARE OF AUDIENCE %					39		39 *		40 *		38 *		40 *	43	42 *		44 *														
	AVG. AUD. BY ¼ HR. %					24.1	25.6	25.7	26.6	24.3	25.4	26.2	26.8	25.8	26.0	25.9	25.4															
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,230 21.5				14,100 21.3																						
	NBC TV							Chase		NBC Wednesday Night at the Movies "THE THOMAS CROWN AFFAIR" (9:00-11:00PM) (2)																						
	AVERAGE AUDIENCE (Households (000) & %)					10,920 16.5		16.0*		9,270 14.0		13.6*		13.7*	14.7*			14.1*														
	SHARE OF AUDIENCE %					26		25 *		22		20 *		20 *	24 *			24 *														
	AVG. AUD. BY ¼ HR. %					15.500 20.4		17,810 26.9						17,510 26.9																		
W E K 2	TOTAL AUDIENCE (Households (000) & %)							The Cowboys (1)		Wednesday Movie of the Week "THE STRANGER WHO LOOKS LIKE ME" (8:40-10:10PM) (1)				10,330 15.6		15.6*		15.7*														
	ABC TV						Nixon Press Conference (SUS.)																									
	AVERAGE AUDIENCE (Households (000) & %)					10,590 16.0		12,380 18.7		17.0*		18.5*		19.8*	15.6*	15.6*		15.7*														
	SHARE OF AUDIENCE %					25		28		26 *		28 *		29 *	25 *	25 *		27 *														
	AVG. AUD. BY ¼ HR. %					14.0	15.5	18.0	16.7	17.3	19.6	19.7	19.9	15.3	15.7	15.5	15.8															
W E K 2	TOTAL AUDIENCE (Households (000) & %)							24,160 36.5				20,650 31.2			18,730 28.3																	
	CBS TV						Nixon Press Conference (SUS.) (2)			Sonny and Cher Comedy Hour		Cannon (1)					Kojak (1)															
	AVERAGE AUDIENCE (Households (000) & %)					17,540 26.5		26.9*		16,350 24.7		24.6*		15,890 24.0	24.6*	24.2*		24.2*														
	SHARE OF AUDIENCE %					41		41 *		36		36 *		41	41	41 *		41 *														
	AVG. AUD. BY ¼ HR. %					23.4	25.5	28.2	28.7	23.4	24.6	24.7	26.0	24.8	24.4	24.1		24.1														
W E K 2	TOTAL AUDIENCE (Households (000) & %)							16,680 25.2						15,290 23.1																		
	NBC TV						Nixon Press Conference (SUS.) (1)			Heidi (1) (8:15-10:15PM) (Times Corporation)						Dean Martin Comedy Hour (1)																
	AVERAGE AUDIENCE (Households (000) & %)					10,390 15.7		14.5*		15.7*		16.6*		11,320 17.1	16.8*	16.8*		16.8*														
	SHARE OF AUDIENCE %					24		22 *		23 *		24 *		29	29	29 *		29 *														
	AVG. AUD. BY ¼ HR. %					13.7	14.0	14.9	15.2	16.2	16.4	16.8	18.3	17.3	16.8	16.8		16.8														
TV HOUSEHOLDS USING TV		WK 1	WK 2	56.4	52.9	57.9	55.5	58.8	57.3	61.3	59.6	62.5	62.4	63.8	63.2	64.9	66.6	65.9	65.6	66.3	67.1	68.5	66.9	68.3	62.8	61.7	61.0	60.1	59.0	57.2	58.0	
(See Def. 1)																																

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. MAR. 6, 1974

(1) FOR REAL RATINGS SEE OP PAGES.
 (2) NIXON ANALYSIS, CBS, WED., 8:10-8:15PM, (SUS.) (1).
 (3) NIXON ANALYSIS, NBC, WED., 8:10-8:15PM, (SUS.) (1).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 28, 1974

W
E
E
K
1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					12,050 18.2		12,450 18.8		17,870 27.0				16,680 25.2				
ABC TV					Chopper One		Firehouse		Kung Fu				Streets of San Francisco				
AVERAGE AUDIENCE (Households (000) & %)					10,860 16.4		11,650 17.6		14,700 22.2		21.4*		14,300 21.6		21.8*		21.4*
SHARE OF AUDIENCE %					25		25		32		30 *		34 *		35		36 *
AVG. AUD. BY 1/4 HR. %					15.6	17.1	17.0	18.2	20.5	22.3	22.6	23.4	21.8	21.8	21.7	21.0	

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)					28,000 42.3												
CBS TV									Hello Dolly (8:00-10:55PM)								(1)
AVERAGE AUDIENCE (Households (000) & %)					16,680 25.2	26.6*		26.8*		27.3*		24.4*		23.7*		21.7*	
SHARE OF AUDIENCE %					38	40 *		39 *		39 *		36 *		37 *		37 *	
AVG. AUD. BY 1/4 HR. %					26.6	26.7	26.6	27.0	28.5	26.0	24.9	23.8	23.9	23.6	22.0	21.2	

TOTAL AUDIENCE (Households (000) & %)					16,550 25.0				15,290 23.1				13,110 19.8				
NBC TV					The Flip Wilson Show				Ironside				Music Country U.S.A.				
AVERAGE AUDIENCE (Households (000) & %)					12,510 18.9	17.9*		20.0*	12,580 19.0	18.5*		19.5*	10,460 15.8		16.4*		15.2*
SHARE OF AUDIENCE %					28	27 *		29 *	27	24 *		28 *	24 *		26 *		26 *
AVG. AUD. BY 1/4 HR. %					17.2	18.6	20.2	19.8	18.0	18.9	19.6	19.4	16.5	16.2	15.6	14.9	

TOTAL AUDIENCE (Households (000) & %)					10,190 15.4		16.8		20.9								
ABC TV					Chopper One		Firehouse						ABC Theater Special "FUELOUT" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					9,140 13.8		10,330 15.6		7,610 11.5	13.1*		10.9*		11.1*		10.9*	
SHARE OF AUDIENCE %					21		22		18	20 *		16 *		18 *		19 *	
AVG. AUD. BY 1/4 HR. %					13.5	14.1	14.9	16.2	14.3	11.9	11.1	10.7	11.1	11.0	11.4	10.4	

TOTAL AUDIENCE (Households (000) & %)					24,960 37.7				23,240 35.1								
CBS TV					The Waltons								CBS Thursday Night Movies "MARRIAGE TIMES FOUR" (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					21,710 32.8	31.3*		34.3*	14,370 21.7	23.0*		22.1*		21.7*		20.3*	
SHARE OF AUDIENCE %					49	49 *		49 *	34	34 *		33 *		35 *		35 *	
AVG. AUD. BY 1/4 HR. %					29.9	32.6	34.5	34.1	23.8	22.2	21.6	22.3	22.1	21.2	20.4	20.1	

TOTAL AUDIENCE (Households (000) & %)					13,640 20.6				20,320 30.7				17,680 26.7				
NBC TV					The Flip Wilson Show				Ironside				Music Country U.S.A.				
AVERAGE AUDIENCE (Households (000) & %)					10,660 16.1	15.7*		16.5*	16,350 24.7	22.9*		26.4*	13,770 20.8		21.2*		20.5*
SHARE OF AUDIENCE %					24	24 *		24 *	37	34 *		40 *	35		35 *		35 *
AVG. AUD. BY 1/4 HR. %					15.5	16.0	16.6	16.4	21.2	24.5	26.3	26.6	21.4	21.0	21.0	20.0	

TV HOUSEHOLDS USING TV WK 1	57.2	58.5	58.7	61.3	65.2	67.3	68.6	69.6	70.7	70.4	69.1	68.0	64.3	63.3	60.6	57.4	
(See Def. 1) WK 2	52.3	54.3	55.0	58.4	63.0	66.0	68.9	70.3	67.3	66.3	66.2	66.0	62.0	60.9	59.4	56.4	

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) CHARLES KURALT; ON THE ROAD, CBS, THU., 10:55-11:00PM, SUS. (5).

EVE. THU. MAR. 7, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 1, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,250 18.5		17,810 26.9					15,230 23.0		13,310 20.1			
	ABC TV							Brady Bunch	← Six Million Dollar Man →				Odd Couple			← Toma →		
	AVERAGE AUDIENCE (Households (000) & %)					11,320 17.1		14,370 21.7					13,640 20.6		11,060 16.7		17.2*	16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.4		33 17.8		20.2* 31 *		23.1* 35 *	20.6 32		28 17.4		28 *	28 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,450 18.8		13,970 21.1		17,080 25.8								
	CBS TV							Dirty Sally	Good Times				Friday Night CBS Movies "THE SWEET RIDE" (9:00-10:55PM)					
	AVERAGE AUDIENCE (Households (000) & %)					11,390 17.2		12,510 18.9		11,190 16.9								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.8		29 17.5		27 15.0		15.0* 23 *		18.4* 29 *		18.0* 29 *		16.2* 28 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)					18,470 27.9		20,120 30.4				12,840 19.4		17,680 26.7				
	NBC TV							Sanford and Son	← Bob Hope Special (8:30-9:30PM) (Ford Motor Co.) →			Brian Keith Show		Dean Martin Comedy Hour				
	AVERAGE AUDIENCE (Households (000) & %)					17,210 26.0		15,760 23.8				11,980 18.1		14,230 21.5				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 26.5		36 23.2		23.1* 35 *		24.4* 37 *	20.6 32	20.8* 34 *		22.2* 34 *		22.2*
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,740 17.8		12,500 19.3				14,230 21.5		14,230 21.5				
	ABC TV							Brady Bunch	← Six Million Dollar Man →				Odd Couple			← Toma →		
	AVERAGE AUDIENCE (Households (000) & %)					10,590 16.0		15,360 23.2				12,780 19.3		12,780 19.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 14.9		37 17.0		21.4* 34 *		25.1* 40 *	19.3 31	19.4 34		19.3* 33 *		19.3* 35 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,250 17.0		14,030 21.2		17,610 26.6				8,470 12.8				
	CBS TV							Dirty Sally	Good Times			Really, Raquel (9:00-10:00PM)		CBS Reports: Shanghai (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					9,670 14.6		12,840 19.4		12,050 18.2		17.0* 27 *		6,220 9.4		9.7* 16 *		9.2* 17 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.5		31 14.8		29 17.4		27 * 16.6	32 * 20.4	16 9.9		16 * 9.5		17 * 9.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					19,860 30.0		12,050 18.2		10,860 16.4		11,250 17.0		19,130 28.9				
	NBC TV							Sanford and Son	Lotsa Luck			Girl With Something Extra	Brian Keith Show		Glen Campbell (10:00-11:00PM) (Gen. Motors-Chevrolet)			
	AVERAGE AUDIENCE (Households (000) & %)					17,680 26.7		11,250 17.0		9,670 14.6		10,660 16.1		14,960 22.6		23.7* 40 *		21.5* 39 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					44 26.0		27 17.1		23 14.2		15.5 14.9	16.8 15.5	23.9 23.9		23.5 22.1		20.9 20.9
TV HOUSEHOLDS USING TV		WK 1	52.2	54.1	54.0	56.8	61.5	64.4	65.4	66.2	65.7	65.6	63.3	63.8	62.6	60.0	58.4	57.3
(See Def. 1)		WK 2	49.5	50.7	51.6	54.3	59.3	61.3	62.1	63.5	63.2	62.9	61.4	61.3	59.8	58.5	56.3	54.9

U.S. TV Households: 66,200,000. Half-hour ratings (for immediately preceding and subject quarter hours). (R) Repeat, see page 8. (OF) See Other Programs Section, Page A-8.

(1) FEATURETTE "NAME", CBS, FRI., 10:55-11:00PM, (SUS.) (S).

EVE. FRI. MAR. 8, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 2, 1974

W

E

E

K

1

W

E

K

2

TV HOUSEHOLDS USING TV
(See Def. 1)WK 1
WK 2

52.1	53.2	54.2	57.0	59.7	61.6	60.6	60.9	61.8	62.8	62.1	62.7	62.4	62.0	60.6	58.7
53.0	54.2	55.4	58.1	61.5	64.3	64.3	64.5	63.6	64.3	64.7	65.0	63.7	63.1	61.7	60.1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

8,210
12.410,390
15.79,270
14.0

Partridge Family

ABC Suspense Movie

"HOUSTON, WE'VE GOT A PROBLEM" (8:30-10:00PM)

Owen Marshall, Counselor at Law

7,150
10.86,750
10.2

9.3*

10.7*

10.7*

7,080
10.7

10.3*

11.0*

18
10.417
11.2

15*

17*

17*

18
10.1

17*

18*

21,910
33.119,460
29.418,540
28.018,870
28.526,940
40.7

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Grammy Awards
(10:00-11:40PM) (1)19,990
30.217,540
26.517,280
26.117,740
26.820,060
30.3

28.5*

29.4*

50
29.244
31.1

26.5

42
25.643
26.6

27.4

52
28.3

46*

49*

20,260
30.6

NBC Saturday Night At The Movies

"THE GREEN BERETS" (8:00-10:30PM) (2)

12,910
19.5

16.3*

20.7*

21.3*

20.5*

19.3*

18.3*

32
15.9

27*

34*

34*

33*

19.5

19.0

18.0

8,210
12.410,390
15.7

Partridge Family

ABC Suspense Movie
"MOUSEY" (8:30-10:00PM)

Owen Marshall, Counselor at Law

6,820
10.37,020
10.6

9.8*

10.7*

11.4*

11,850
17.9

16.9*

18.9*

16
9.816
10.8

15*

17*

18*

11.6

29

27*

31*

22,570
34.118,540
28.015,950
24.115,360
23.212,580
19.0

All In The Family

M*A*S*H

Mary Tyler
Moore Show

Bob Newhart Show

Carol Burnett Show

20,390
30.816,620
25.114,370
21.714,100
21.39,930
15.0

15.4*

14.7*

49
29.639
32.0

25.1

34
21.733
21.3

21.2

24

24*

24*

23,500
35.5

NBC Saturday Night At The Movies

"IT'S A MAD, MAD, MAD, MAD WORLD" (8:00-11:00PM) (2)

13,440
20.3

15.5*

19.2*

20.9*

22.1*

22.2*

21.7*

32
15.6

25*

30*

33*

34*

22.1

22.4

35*

36*

(1) FOR REM. RATINGS, SEE OP. PAGES.

(2) FEATURETTE "PETER PUCK", NBC, SAT., 10:50-11:00PM, (5US) (5).

EVE. SAT. MAR. 9, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 3, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)			14,900 22.5				14,100 21.3										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			11,780 17.8				9,600 14.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			28 16.2	17.0* 17.7		18.7* 18.7	21 15.1	14.9* 14.7		14.6* 14.5		14.5* 14.4		14.2* 14.0			
W E K 2	TOTAL AUDIENCE (Households (000) & %)			17,540 26.5				14,830 22.4					15,690 23.7					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			13,440 20.3				12,580 19.0					13,570 20.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			32 18.7	19.6* 20.5		21.1* 21.2	27 17.6	18.0* 18.5		19.9* 19.7	20.5 20.1	20.2* 19.8	20.5 20.5	20.9* 21.0	30* 20.7		
W E K 1	TOTAL AUDIENCE (Households (000) & %)			15,820 23.9				26,080 39.4										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			12,510 18.9				21,520 32.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			30 18.7	17.1* 17.7		20.7* 20.9	46 27.6	31.4* 26*		32.3* 32.2	46* 32.2	33.8* 32.2	47* 32.2	32.5* 32.2			
W E K 2	TOTAL AUDIENCE (Households (000) & %)			10,720 16.2				10,260 15.5										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			10,720 16.2				10,260 15.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			27 14.3	14.8* 15.4		17.5* 17.1	24 15.8	15.8* 15.7		15.6* 15.6	24* 15.7	15.5* 15.7	24* 15.3	15.0* 15.1	24* 14.8		
W E K 1	TOTAL AUDIENCE (Households (000) & %)			17,610 26.6				20,260 30.6					20,390 30.8					
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			14,030 21.2				16,880 25.5					17,540 26.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			35 19.1	34* 21.1		35* 22.0	39 23.6	38* 24.9		41* 26.7	41* 26.7	41* 26.7	41* 26.5	42* 26.9	42* 26.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)			13,570 20.5				17,610 26.6										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			9,730 14.7				13,040 19.7										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			24 14.7	14.2* 13.7		15.1* 15.1	31 17.7	18.4* 19.0		19.8* 19.6	30* 20.0	20.8* 20.7	32* 21.0	19.9* 20.6	32* 19.3		
TV HOUSEHOLDS USING TV WK 1		51.8	54.8	58.6	61.8	64.4	66.0	68.1	69.6	70.0	70.7	71.0	71.4	71.2	67.7	55.8	52.8	
(See Def. 1)		52.8	54.7	57.2	59.8	62.7	64.1	63.7	65.0	66.0	65.9	64.9	64.7	64.3	61.6	51.6	49.7	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. SUN. MAR. 10, 1974

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. MAR. 11, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

17,010
25.7

Marlo Thomas And
Friends In Free To Be...
You And Me
(8:00-9:00PM)

17,410
26.3

John Denver Show
(9:00-10:00PM)

14,230
21.5

Portrait: The Man
From Independence
(10:00-11:00PM)
(Du Pont, E.I., & Co.)

12,310
18.6
27
19.9

19.3*
29*
18.7

17.9*
26*
17.8

14,300
21.6
32
21.0

21.2*
31*
21.4

22.4
21.8

22.1*
33*
21.8

11,720
17.7
29
18.4

18.0*
28*
17.6

17.2

17.4*
29*
17.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

19,260
29.1

Gunsmoke

14,030
21.2

Here's Lucy

Dick Van Dyke Show

Medical Center

16,090
24.3
36
22.1

23.2*
35*
24.3

25.5*
37*
25.3

12,840
19.4
28
19.4

10,190
15.4
23
19.4

15.3

10,990
16.6
27
16.6

16.6*
26*
16.7

16.7

16.7*
28*
16.7

16.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

15,560
23.5

The Magician
(1)

19,930
30.1

NBC Monday Night At The Movies
"CHANGE OF HABIT" (10:00-10:58PM) (2)

12,580
19.0
28
17.9

17.8*
27*
18.7

20.2*
29*
20.3

14,760
22.3
34
20.2

19.8*
28*
19.8

22.9*
34*
22.9

23.7*
37*
23.7

23.0*
34*
23.0

23.0*

23.0*

23.0*

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,840
19.4
29
17.5

18.4*
28*
19.3

20.5*
30*
20.0

6,950
10.5
17
16.5

15.1*
22*
13.8

11.5*
17*
10.6

9.5

9.3*
14*
9.2

8.5

8.3*
13*
8.2

8.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

14,960
22.6

Gunsmoke

18,400
27.8

Here's Lucy

26,480
40.0

American Film Institute
Salute To James Cagney
(9:30-11:00PM)

12,510
18.9
28
17.7

18.3*
28*
18.8

19.5*
28*
19.5

16,420
24.8
37
23.5

21.380
32.3
49
26.1

31.2*
46*
32.3

33.7

33.7*
51*
33.7

32.7

32.0*
52*
31.3

31.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,180
18.4

The Magician

18,730
28.3

NBC Monday Night At The Movies
"CALL ME BWANA" (9:00-11:00PM) (2)

9,800
14.8
22
14.3

14.4*
22*
14.6

15.2*
22*
15.5

11,520
17.4
26
16.1

16.4*
24*
16.7

17.5

18.0*
26*
18.5

18.1*
27*
18.7

17.5

16.9*
27*
16.3

16.3

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

57.9 59.7 60.5 63.1 65.5 68.0 69.0 69.9 68.7 68.5 67.3 67.0 65.0 63.4 62.0 58.0
53.1 56.2 58.5 61.4 63.6 66.1 68.0 69.6 67.5 67.1 67.9 68.5 66.9 65.4 63.5 60.2

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE-"MAME", NBC, MON., 10:50-11:00PM, (SUS.).
(2) FOR REM. RATINGS SEE OP PAGES.

EVE. MON. MAR. 18, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 12, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

WEEK 1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) NIXON ANALYSIS-ABC 9:00-9:05PM, SUSTAINER.
(2) NIXON ANALYSIS-CBS 9:00-9:05PM, SUSTAINER.(3) NIXON ANALYSIS-NBC 9:00-9:05PM, SUSTAINER.
(4) FOR REM. RATINGS SEE OP. PAGES.

EVE. TUE. MAR. 19, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 13, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					10,330 15.6		14,500 21.9						10,920 16.5				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV					18,800 28.4				15,160 22.9				14,830 22.4				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV					17,340 26.2		24,230 36.6										
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
ABC TV					10,330 15.6		12,250 18.5		17.1*		19.4*		19.1*		5,760 8.7		8.2*
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV					19,990 30.2				21,450 32.4				23,770 35.9				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV					10,920 16.5				11,850 17.9								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1	52.7	54.3	55.2	57.2	60.8	63.7	65.9	67.3	67.2	67.3	67.5	67.1	64.1	61.6	59.8	57.4	
(See Def. 1) WK 2	54.2	54.5	54.6	55.8	58.9	61.8	63.1	63.8	63.2	63.3	63.7	63.2	59.1	57.6	55.7	53.3	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. MAR. 20, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 14, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,980 18.1		11,320 17.1		15,950 24.1					17,810 26.9			
	ABC TV					Chopper One		Firehouse		Kung Fu					Streets of San Francisco			
	AVERAGE AUDIENCE (Households (000) & %)					10,590 16.0		10,860 16.4		13,440 20.3					14,370 21.7			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 15.3		24 16.1		30 19.7					36 20.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,730 29.8				12,050 18.2							9,400 14.2	
	CBS TV							The Waltons		CBS Thursday Night Movies "BIRDS OF PREY" (9:00-10:30PM) (R)							NBA Basketball "NEW YORK VS. GOLDEN STATE" (10:30-12:30AM) (1)	
	AVERAGE AUDIENCE (Households (000) & %)					16,420 24.8		23.6*		8,210 12.4							3,910 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					39 22.5		38* 24.7		21 12.7							13 6.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,230 21.5				15,620 23.6					15,890 24.0			
	NBC TV							World You Never See (8:00-9:00PM) (American Gas Assn.)		Ironside					Music Country U.S.A.			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 16.1		15.4*		13,310 20.1					11,980 18.1			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 15.3		24.4* 15.8		20.1 19.7					21.7 20.9			
W E E K 2	ABC TV					Chopper One		Firehouse		Kung Fu					Streets of San Francisco			
	AVERAGE AUDIENCE (Households (000) & %)					9,200 13.9		10,060 15.2		12,840 19.4					12,840 19.4			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					22 13.2		23 14.9		30 18.1					35 19.6			
	TOTAL AUDIENCE (Households (000) & %)					21,380 32.3				22,240 33.6								
W E E K 1	CBS TV							The Waltons (R)		CBS Thursday Night Movies "SIDEKICKS" & "SLITHER" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)					18,210 27.5		27.0*		13,970 21.1					22.3*		18.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					43 26.2		42* 27.9		35 22.2					38* 21.6		35*	
	TOTAL AUDIENCE (Households (000) & %)					14,230 21.5				13,040 19.7					8,340 12.6			
W E E K 2	NBC TV							The Flip Wilson Show (R)		Ironside (R)					NBC News Presents "THE ENERGY CRISIS: AMERICAN SOLUTIONS" (10:00-11:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)					10,720 16.2		15.5*		10,590 16.0					6,090 9.2		9.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 14.9		24* 16.1		25 16.3					16 9.4		17*	
	TOTAL AUDIENCE (Households (000) & %)					14,230 21.5				13,040 19.7					8,340 12.6			
TV HOUSEHOLDS USING TV		WK 1	52.1	54.5	55.4	58.4	63.1	65.1	66.6	68.1	66.2	66.8	67.7	67.0	63.8	61.5	58.7	56.5
(See Def. 1)		WK 2	54.8	56.2	57.4	59.3	62.1	65.0	65.5	66.1	64.5	64.9	65.2	64.9	60.2	57.8	54.2	52.4

U.S. TV Households: 66,200,000*Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. THU. MAR. 21. 1974

U.S. TV Households: 66,200,000. *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OF) See Other Programs Section: Page A-34.

EVE. THU. MAR. 21, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 15, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,480 24.9				19,990 30.2				14,430 21.8				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,520 17.4				16,220 24.5				11,650 17.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.2	15.6* 16.0			30* 19.4	41 24.4	40* 24.7		41* 24.6	32 18.5	32* 17.6	31* 17.3	31* 17.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,780 19.3		15,890 24.0		16,680 25.2								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,450 17.3		14,900 22.5		10,000 15.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.5	18.1	26 22.3		26 16.4	26* 15.5	26* 15.2		25* 14.6	27* 15.3	27* 14.8	27* 15.1	27* 14.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					18,670 28.2		11,920 18.0		9,670 14.6		9,200 13.9		14,300 21.6				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,950 25.6		10,860 16.4		8,610 13.0		8,470 12.8		11,850 17.9		17.3*		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 21.0		26 21.7		21 15.7		22 15.7		31 22.5		31*		32*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					12,180 18.4		10,660 16.1		10,130 15.3				8,140 12.3		12.2*		12.4*
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					18.4 30		16.1 26		15.1* 24*				12.3 22		12.2* 21*		12.4* 22*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17.8 17.8	19.1	15.2 15.2		16.9 16.9	17.4 17.4	15.3 15.3	15.4 15.4	12.3 12.3	12.0 12.0	12.6 12.6	12.3 12.3	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					12,710 19.2		17,540 26.5		22,710 34.3								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,590 17.5		16,220 24.5		15,420 23.3								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 16.7	18.3	39 23.8		39 23.2	37* 22.9	39* 24.2	39* 24.3	39* 25.2	42* 24.6	42* 21.2	38* 20.5	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					18,600 28.1								14,500 21.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,590 17.5								11,980 18.1		17.4*		18.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.5	16.4* 16.3			16.8* 16.6	27* 18.2	29* 18.7	30* 18.2	30* 18.5	32 17.0	30* 17.7	34* 19.1	34* 18.8
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		48.2	50.8	53.6	56.9	60.8	63.0	63.2	63.2	61.3	60.4	59.2	59.1	56.7	55.9	55.9	54.6	
WK 2		49.2	51.8	52.7	55.2	59.4	61.7	62.8	62.9	62.9	63.1	62.1	61.8	59.3	58.3	56.1	54.9	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

EVE. FRI. MAR. 22, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 16, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	51.3	54.4	56.1	57.3	60.0	61.1	61.1	62.2	61.5	61.8	60.7	61.2	60.1	59.5	58.4	56.7
(See Def. 1) WK 2	50.6	53.0	56.1	58.3	60.9	62.2	62.4	63.0	62.3	63.2	62.0	61.0	59.7	58.8	57.1	55.5

U.S. TV Households: 66,200,000! *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. SAT. MAR. 23, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 17, 1974

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		18,340 27.7		22,440 33.9																				
	ABC TV		The F.B.I.										ABC Sunday Night Movie "MURDER'S ROW" (8:30-10:30PM) (R)												
	AVERAGE AUDIENCE (Households (000) & %)		13,440		14,430																				
	SHARE OF AUDIENCE %		20.3		21.8		21.5*		21.4*		21.2*		23.0*												
	AVG. AUD. BY ¼ HR. %		34		34		34*		33*		33*		38*												
			17.6		18.8		21.7		23.1		21.2		21.8		22.8		23.2								
	TOTAL AUDIENCE (Households (000) & %)		16,620 25.1		15,760 23.8		19,990 30.2																		
	CBS TV		There's No Time For Love, Charlie Brown (7:30-8:00PM) (R)		American Parade "WE THE WOMEN" (8:00-9:00PM) (Eaton Corporation)				6 Rms Riv Vu (9:00-10:30PM)																
	AVERAGE AUDIENCE (Households (000) & %)		14,300		9,730		13,900																		
	SHARE OF AUDIENCE %		21.6		14.7		21.0		19.6*		21.1*		22.5*												
AVG. AUD. BY ¼ HR. %		37		24		33		30*		33*		37*													
		21.2		22.1		14.3		13.6		15.5		15.2		18.7		20.4		21.1		21.1		22.7		22.3	
TOTAL AUDIENCE (Households (000) & %)		15,760 23.8		19,460 29.4		10,920 16.5																			
NBC TV		Wonderful World of Disney "DIAMONDS ON WHEELS" Pt. II										NBC Sunday Mystery Movie (R) "McMILLAN AND WIFE" (8:30-10:00PM)										NBC News Presents "IN WHITE COLLAR AMERICA" (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)		11,190		14,230		7,020																			
SHARE OF AUDIENCE %		16.9		21.5		10.6																			
AVG. AUD. BY ¼ HR. %		28		33		19																			
		13.9		20.3		12.2		10.7		10.3		9.2		9.7*											
ABC TV		The F.B.I.										ABC Sunday Night Movie "CLEOPATRA" Pt. 1 (8:30-10:30PM) (R)													
AVERAGE AUDIENCE (Households (000) & %)		13,110		10,990		17,680																			
SHARE OF AUDIENCE %		19.8		16.6		26.7																			
AVG. AUD. BY ¼ HR. %		32		25		26*																			
		18.2		19.6		20.4		20.9		18.1		17.5		17.1		17.0		16.5		16.0		15.3		15.1	
TOTAL AUDIENCE (Households (000) & %)		15,290 23.1		17,280 26.1		17,680 26.7																			
CBS TV		Apple's Way										Mannix										Barnaby Jones			
AVERAGE AUDIENCE (Households (000) & %)		11,780		14,830		15,490																			
SHARE OF AUDIENCE %		17.8		22.4		23.4																			
AVG. AUD. BY ¼ HR. %		29		34		36																			
		16.3		21.8		22.1		22.6		23.0		23.1		23.6		23.6		23.2		23.4*		36*			
TOTAL AUDIENCE (Households (000) & %)		15,090 22.8		20,190 30.5																					
NBC TV		Wonderful World of Disney "DIAMONDS ON WHEELS" Conclusion										NBC Sunday Mystery Movie "McCLOUD" (8:30-10:30PM)													
AVERAGE AUDIENCE (Households (000) & %)		12,250		15,160		24.0*																			
SHARE OF AUDIENCE %		18.5		22.9		36*																			
AVG. AUD. BY ¼ HR. %		30		35		34*																			
		17.2		21.5		22.7		22.8		23.4		23.9		24.0		23.7		21.6		22.7*		35*			
TV HOUSEHOLDS USING TV WK 1		51.2	54.6	58.0	60.0	60.7	62.2	61.9	63.5	65.0	65.9	65.5	63.9	60.7	59.6	53.1	50.1								
(See Def. 1) WK 2		52.5	54.7	58.2	61.3	63.0	64.0	65.2	65.8	66.3	66.8	66.3	66.3	65.3	63.1	53.4	50.3								
U.S. TV Households: 66,200,000																		Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.							

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (CP) See Other Programs Section: Page A-34.

EVE. SUN. MAR. 24, 1974

EVE. MON. MAR. 25, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %	
AVG. AUD. BY ¼ HR.	%

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %	AVG. AUD. BY ¼ HR. %
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TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households 1000) 2.7%

ABC T

AVERAGE AUDIENCE
(Households (000) &

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) &

CBS TV

AVERAGE AUDIENCE
(Households (000) &

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE
(Households (000) &

NBC T

AVERAGE AUDIENCE
(Households (000) &

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

HOUSEHOLDS USING TV

TV HOUSEHOLDS USING TV	WK 1	WK 2
(See Def. 1)		

U. S. TV Households: 66,200,000. * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP PAGES.

EVE. MON. APRIL 1, 1974

EVE. TUE. MAR. 26, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATESW
E
K
1

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. TUE. APRIL 2, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 27, 1974

W
E
E
K
1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. WED. APRIL 3, 1974

EVE. THU. MAR. 28, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 28, 1974

NATIONAL WEEKEND VAUDIENCE ESTIMATES																		
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
ABC TV					11,850 17.9	11,850 17.9			15,950 24.1			16,750 25.3						
TOTAL AUDIENCE (Households (000) & %)					Chopper One		Firehouse		Kung Fu			Streets of San Francisco						
AVERAGE AUDIENCE (Households (000) & %)					10,390 15.7	11,190 16.9		13,310 20.1		19.9*			13,310 20.1			20.1*		
SHARE OF AUDIENCE %					26	26		31		31*			32*			37*		
AVG. AUD. BY 1/4 HR. %					15.2	16.3	16.3	17.5	19.2	20.6	20.2	20.2	20.3	20.3	20.1	20.2	20.2	
CBS TV					19,400 29.3				21,850 33.0									
TOTAL AUDIENCE (Households (000) & %)					The Waltons				CBS Thursday Night Movies									
AVERAGE AUDIENCE (Households (000) & %)					15,690 23.7	22.7*	24.6*		20.8	21.8*	20.9*		21.4*		19.3*			
SHARE OF AUDIENCE %					38	38*	38*		35	33*	33*		37*		37*			
AVG. AUD. BY 1/4 HR. %					22.1	23.4	24.5	24.8	22.2	21.3	21.1	20.7	21.5	21.4	20.3	18.3		
NBC TV					14,630 22.1				15,160 22.9			9,070 13.7						
TOTAL AUDIENCE (Households (000) & %)					The Flip Wilson Show				Ironside			NBC News Presents						
AVERAGE AUDIENCE (Households (000) & %)					11,450 17.3	16.6*	18.0*		12,250 18.5	18.3*	18.7*		5,890 8.9				8.0*	
SHARE OF AUDIENCE %					12,050 18.2	11,450 17.3	17,810 26.9		23,430 35.4		23,430 35.4		23,430 35.4				23,430 35.4	
ABC TV					Chopper One		Firehouse		Kung Fu			Streets of San Francisco						
TOTAL AUDIENCE (Households (000) & %)					10,590 16.0	10,720 16.2		14,500 21.9		21.0*			18,010 27.2		26.5*		27.9*	
AVERAGE AUDIENCE (Households (000) & %)					28	26		36		35*			51		48*		55*	
SHARE OF AUDIENCE %					15.3	16.7	15.9	16.6	20.1	21.8	22.9	22.9	26.6	26.4	28.1	27.6		
AVG. AUD. BY 1/4 HR. %					16,950 25.6				13,170 19.9						10,390 15.7			
CBS TV					The Waltons				CBS Thursday Night Movies						NBA			
TOTAL AUDIENCE (Households (000) & %)					13,110 19.8	19.5*	20.1*		8,670 13.1	13.5*	12.5*		13.3*		6.8		8.2*	
AVERAGE AUDIENCE (Households (000) & %)					35	35*	35*		25	25*	23*		27*		16		16*	
SHARE OF AUDIENCE %					18.9	20.0	20.4	19.7	13.7	13.3	12.5	12.4	13.4	13.3	9.1	7.4		
AVG. AUD. BY 1/4 HR. %					15,160 22.9				14,900 22.5									
NBC TV					The Flip Wilson Show				Ironside			NBC News Presents						
TOTAL AUDIENCE (Households (000) & %)					11,520 17.4	15.5*	19.4*		12,110 18.3	17.9*	18.6*		18.6*					
AVERAGE AUDIENCE (Households (000) & %)					29	27*	32*		30	29*	30*		30*					
SHARE OF AUDIENCE %					14.4	16.5	19.1	19.7	18.0	17.8	18.6	18.6	18.6	18.6	18.6	18.6		
AVG. AUD. BY 1/4 HR. %																		
HOUSEHOLDS USING TV	WK 1	50.2	51.8	53.7	56.5	59.4	61.1	63.1	64.9	65.2	65.3	64.5	63.6	58.2	56.1	53.5	50.3	
(See Def. 1)	WK 2	50.5	52.0	52.8	54.3	56.4	58.9	60.9	61.7	60.6	60.8	61.2	61.1	56.9	54.5	51.5	49.6	

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) "MILWAUKEE VS. LOS ANGELES" (10:30-12:30AM) (Special) - FOR REM. RATINGS SEE OP PAGES.

EVE. THU. APRIL 4, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 29, 1974

W
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E
K
1W
E
E
K
2TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

A-11

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					11,190 16.9		17,680 26.7					11,650 17.6		17,810 26.9			
AVERAGE AUDIENCE (Households (000) & %)					10,000 15.1		13,640 20.6		19.8*		21.5*	10,660 16.1		14,760 22.3	22.0*		22.6*
SHARE OF AUDIENCE %					25		34		32 *		35 *	27		38	37 *		39 *
AVG. AUD. BY ¼ HR. %					14.3	16.0	19.2		20.4	21.9	21.1	16.3	15.9	21.5	22.5	22.9	22.3
CBS TV					12,380 18.7		15,820 23.9		15,360 23.2		15,290 23.1		7,150 10.8				
AVERAGE AUDIENCE (Households (000) & %)					11,320 17.1		14,630 22.1		14,030 21.2		14,370 21.7		4,630 7.0		8.2*		5.8*
SHARE OF AUDIENCE %					28		36		35		37		12		14 *		10 *
AVG. AUD. BY ¼ HR. %					16.6	17.5	21.5	22.8	20.9	21.5	21.7	21.6	9.4		7.0	6.0	5.7
NBC TV					19,070 28.8		9,730 14.7		9,000 13.6		10,590 16.0		19,400 29.3				
AVERAGE AUDIENCE (Households (000) & %)					16,880 25.9		8,740 13.2		8,140 12.3		9,860 14.9		16,150 24.9		23.6*		25.1*
SHARE OF AUDIENCE %					14.7		22.2		24.5		24.5		15.1		23.6*		25.1*
AVG. AUD. BY ¼ HR. %					11,060 16.7		14.9*		18.5*		12,380 18.7		7,220 10.9		11.1*		10.7*
ABC TV					11,520 17.4		15,490 23.4		16,220 24.5								
AVERAGE AUDIENCE (Households (000) & %)					10,530 15.9		14,300 21.6		9,140 13.8		14.9*		13.6*		15.0*		11.9*
SHARE OF AUDIENCE %					28		37		24		26 *		23 *		26 *		21 *
AVG. AUD. BY ¼ HR. %					15.3	16.5	21.0	22.3	15.6	14.1	13.7	13.4	15.3	14.7	12.2	11.7	
NBC TV					17,150 25.9		9,600 14.5		10,860 16.4		10,660 16.1		19,990 30.2				
AVERAGE AUDIENCE (Households (000) & %)					14,900 22.5		8,610 13.0		9,330 14.1		9,860 14.9		16,350 24.7		24.3*		25.0*
SHARE OF AUDIENCE %					40		22		24		25		43		41 *		45 *
AVG. AUD. BY ¼ HR. %					21.9	23.1	13.1	12.8	13.4	14.7	14.3	15.5	23.1	25.5	25.6	24.5	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	48.9	50.5	52.0	55.3	60.1	61.9	61.0	61.7	61.0	61.2	59.3	59.5	59.2	59.3	58.3	57.0	57.0
TV HOUSEHOLDS USING TV WK 2	48.1	49.4	49.8	51.3	54.7	57.6	57.9	59.1	58.4	57.9	58.1	58.8	58.3	59.0	57.0	54.8	54.8

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. FRI. APRIL 5, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 30, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					6,820 10.3		10,720 16.2						8,800 13.3				
AVERAGE AUDIENCE (Households (000) & %)					6,090 9.2		6,490 9.8							7,020 10.6	10.7*		10.6*
SHARE OF AUDIENCE %					16		16		8.0*		9.8*		11.7*	10.6	10.7*		10.6*
AVG. AUD. BY 1/4 HR. %					9.0		8.0		8.1	9.6	10.1	11.5	11.8	10.8	10.6	10.5	10.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,120 30.4		17,870 27.0		13,770 20.8		12,840 19.4		14,300 21.6				
AVERAGE AUDIENCE (Households (000) & %)					18,340 27.7		15,950 24.1		12,710 19.2		12,110 18.3		10,920 16.5		16.8*		16.3*
SHARE OF AUDIENCE %					48		41		32		30		29		29*		29*
AVG. AUD. BY 1/4 HR. %					27.0	28.3	24.3	24.0	19.0	19.3	18.2	18.5	17.3	16.2	16.3	16.2	16.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,340 26.2				22,440 33.9								
AVERAGE AUDIENCE (Households (000) & %)					13,240 20.0				17,280 26.1								
SHARE OF AUDIENCE %					10.0				26.1								
AVG. AUD. BY 1/4 HR. %					10.0				26.1								
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					6,090 9.2		6,820 10.3						8,280 12.5		12.8*		12.3*
AVERAGE AUDIENCE (Households (000) & %)					9.2		10.3						12.5		12.8*		12.3*
SHARE OF AUDIENCE %					16		19		7.4*		11.0*		12.3*		12.8*		12.3*
AVG. AUD. BY 1/4 HR. %					8.8	9.5	7.2	7.5	10.9	11.2	12.3	12.4	13.1	12.4	12.4	12.4	12.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,120 30.4		17,940 27.1		16,420 24.8		17,150 25.9		18,730 28.3				
AVERAGE AUDIENCE (Households (000) & %)					18,070 27.3		16,350 24.7		15,030 22.7		15,820 23.9		15,030 22.7		23.0*		22.3*
SHARE OF AUDIENCE %					49		45		41		43		43		42*		44*
AVG. AUD. BY 1/4 HR. %					26.4	28.3	24.8	24.6	22.0	23.3	23.6	24.1	23.1	22.9	22.5	22.2	22.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,500 21.9				16,750 25.3								
AVERAGE AUDIENCE (Households (000) & %)					11,190 16.9				8,870 13.4								
SHARE OF AUDIENCE %					31				25								
AVG. AUD. BY 1/4 HR. %					15.2	16.0	18.3	18.1	16.8	15.4	13.8	13.0	12.5	12.0	12.2	11.6	11.6
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					6,820 10.3		10,720 16.2						8,800 13.3				
AVERAGE AUDIENCE (Households (000) & %)					6,090 9.2		6,490 9.8						7,020 10.6	10.7*		10.6*	
SHARE OF AUDIENCE %					16		16		8.0*		9.8*		11.7*	10.6	10.7*		10.6*
AVG. AUD. BY 1/4 HR. %					9.0		8.0		8.1	9.6	10.1	11.5	11.8	10.8	10.6	10.5	10.7
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,120 30.4		17,870 27.0		13,770 20.8		12,840 19.4		14,300 21.6				
AVERAGE AUDIENCE (Households (000) & %)					18,340 27.7		15,950 24.1		12,710 19.2		12,110 18.3		10,920 16.5		16.8*		16.3*
SHARE OF AUDIENCE %					48		41		32		30		29		29*		29*
AVG. AUD. BY 1/4 HR. %					27.0	28.3	24.3	24.0	19.0	19.3	18.2	18.5	17.3	16.2	16.3	16.2	16.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,340 26.2				22,440 33.9								
AVERAGE AUDIENCE (Households (000) & %)					13,240 20.0				17,280 26.1								
SHARE OF AUDIENCE %					10.0				26.1								
AVG. AUD. BY 1/4 HR. %					10.0				26.1								
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					6,090 9.2		6,820 10.3						8,280 12.5		12.8*		12.3*
AVERAGE AUDIENCE (Households (000) & %)					9.2		10.3						12.5		12.8*		12.3*
SHARE OF AUDIENCE %					16		19		7.4*		11.0*		12.3*		12.8*		12.3*
AVG. AUD. BY 1/4 HR. %					8.8	9.5	7.2	7.5	10.9	11.2	12.3	12.4	13.1	12.4	12.4	12.4	12.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					20,120 30.4		17,940 27.1		16,420 24.8		17,150 25.9		18,730 28.3				
AVERAGE AUDIENCE (Households (000) & %)					18,070 27.3		16,350 24.7		15,030 22.7		15,820 23.9		15,030 22.7		23.0*		22.3*
SHARE OF AUDIENCE %					49		45		41		43		43		42*		44*
AVG. AUD. BY 1/4 HR. %					26.4	28.3	24.8	24.6	22.0	23.3	23.6	24.1	23.1	22.9	22.5	22.2	22.2
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,500 21.9				16,750 25.3								
AVERAGE AUDIENCE (Households (000) & %)					11,190 16.9				8,870 13.4								
SHARE OF AUDIENCE %					31				25								
AVG. AUD. BY 1/4 HR. %					15.2	16.0	18.3	18.1	16.8	15.4	13.8	13.0	12.5	12.0	12.2	11.6	11.6
TV HOUSEHOLDS USING TV																	
(See Def. 1)	WK 1	51.3	52.3	51.9	54.2	56.5	57.9	58.8	58.5	59.4	60.2	60.1	60.1	59.6	57.9	57.1	55.5
	WK 2	47.9	48.6	48.9	51.0	55.2	56.4	54.8	54.8	55.2	56.1	56.2	56.1	55.1	53.3	51.6	50.5

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. SAT. APRIL 6, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 31, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,980 19.6				21,780 32.9										
AVERAGE AUDIENCE (Households (000) & %)			9,070 13.7				13,640 20.6										
SHARE OF AUDIENCE %			23				23 *										
AVG. AUD. BY ¼ HR. %			13.8				20.5										
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,880 25.5				18,010 27.2				20,850 31.5						
AVERAGE AUDIENCE (Households (000) & %)			12,510 18.9				14,370 21.7				16,620 25.1						
SHARE OF AUDIENCE %			32				34 *				36 *						
AVG. AUD. BY ¼ HR. %			16.1				19.7				22.8						
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,420 24.8				15,560 23.5										
AVERAGE AUDIENCE (Households (000) & %)			12,310 18.6				10,460 15.8										
SHARE OF AUDIENCE %			20.4				22.1										
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			14,230 21.5				14,900 22.5				15,420 23.3						
AVERAGE AUDIENCE (Households (000) & %)			10,590 16.0				12,180 18.4				12,580 19.0						
SHARE OF AUDIENCE %			28				29 *				30 *						
AVG. AUD. BY ¼ HR. %			13.7				17.0				18.8						
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			16,290 24.6				15,360 23.2										
AVERAGE AUDIENCE (Households (000) & %)			11,980 18.1				10,530 15.9										
SHARE OF AUDIENCE %			32				32 *				16.4 *						
AVG. AUD. BY ¼ HR. %			17.4				15.5				16.1						
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)			16,290 24.6				15,360 23.2										
AVERAGE AUDIENCE (Households (000) & %)			11,980 18.1				10,530 15.9										
SHARE OF AUDIENCE %			32				32 *				16.4 *						
AVG. AUD. BY ¼ HR. %			17.4				15.5				16.1						
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK 1	48.7	51.4	55.0	57.9	59.7	61.4	61.6	62.2	63.4	64.1	64.1	64.0	61.6	59.5	51.7	48.9	
WK 2	48.0	50.9	52.8	55.2	58.3	61.0	61.5	62.7	63.0	63.7	62.6	62.3	63.2	61.3	52.5	49.4	

U.S. TV Households: 86,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. SUN. APRIL 7, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. APRIL 8, 1974

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					16,620 25.1				22,570 34.1								
	ABC TV						The Rookies (R)					ABC Monday Night Movie "ONCE UPON A TIME IN THE WEST" (9:00-12:15PM) (R)						
	AVERAGE AUDIENCE (Households (000) & %)					13,240 20.0	18.7*		21.3*	17.8	19.5*		19.6*		19.1*		18.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 17.9	29 *	21.0	32 *	19.3	29 *		29 *		30 *		32 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,430 21.8				11,780 17.8		11,590 17.5		16,090 24.3				
	CBS TV						Gunsmoke (R)			Here's Lucy (R)		Dick Van Dyke Show (R)		Women Of The Year, 1974 (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					11,520 17.4	16.5*		18.3*	15.3		10,330 15.6		12,910 19.5		19.1*		19.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.1	26 *	18.1	27 *	23		23		32 19.1		30 *		34 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)			13,570 20.5		26,080 39.4												
	NBC TV						Atlanta Salutes Hank Aaron (7:30-8:10PM) (Coca-Cola Co.)		NBC Monday Night Baseball "LOS ANGELES VS. ATLANTA" (8:10-11:05PM) (R)									
	AVERAGE AUDIENCE (Households (000) & %)			9,800 14.8	13.7*	22.3	21.3*		22.5*		26.1*		25.7*		22.1*		17.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			26 13.2	25 *	36 20.9	35 *		35 *		40 *		39 *		35 *		29 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,700 22.2				20,440 30.9								
	ABC TV						The Rookies (R)					ABC Monday Night Movie "WINTER KILL" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					11,980 18.1	16.9*		19.2*	23.3	21.6*		23.7*		24.3*		23.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.3	29 *	18.6	31 *	37	33 *		36 *		39 *		40 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,350 24.7				15,030 22.7		13,640 20.6		14,500 21.9				
	CBS TV						Gunsmoke (R)			Here's Lucy (R)		Dick Van Dyke Show (R)		Medical Center				
	AVERAGE AUDIENCE (Households (000) & %)					13,770 20.8	19.9*		21.7*	20.8		12,310 18.6		11,920 18.0		18.2*		17.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 19.5	34 *	21.5	34 *	32		29		30		29 *		31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,510 18.9				13,040 19.7								
	NBC TV						The Magician				NBC Monday Night At The Movies "JUDGMENT AT NUREMBERG" Pt. 1 (9:00-11:00PM) (R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,060 15.2	14.9*		15.4*	12.9	13.6*		13.0*		13.0*		12.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.8	25 *	15.3	24 *	21	21 *		20 *		21 *		21 *	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		56.1	57.7	58.3	60.9	63.1	64.4	66.0	67.1	67.0	67.6	66.7	66.7	64.5	62.1	58.8	56.7	
WK 2		50.8	52.6	53.0	54.8	57.9	60.6	61.9	63.8	64.1	65.0	64.9	65.3	62.8	61.0	59.4	56.2	

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OF PAGES.

EVE. MON. APRIL 15, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. APRIL 9, 1974

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2

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. TUE. APRIL 16, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. APRIL 10, 1974

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					10,390 15.7		13,770 20.8						11,980 18.1				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV					20,850 31.5		23,040 34.8						19,460 29.4				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV					10,330 15.6		12,510 18.9										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
ABC TV					17,280 26.1								16,290 24.6				
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
CBS TV					18,600 28.1		21,580 32.6										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
NBC TV					12,050 18.2		12,840 19.4										
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

49.6	50.5	51.5	53.7	56.6	59.1	60.3	60.9	61.7	62.4	62.6	61.9	58.8	57.5	56.4	54.9
45.4	47.8	48.0	50.1	52.5	54.8	56.5	58.0	59.2	60.5	59.6	60.2	60.6	60.3	59.2	56.7

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FEATURETTE—"JUDGMENT AT NUREMBERG" (10:55-11:00PM) (SUS.)
(2) FEATURETTE—"NIGHT FOR DAY" (10:55-11:00PM) (SUS.)

EVE. WED. APRIL 17, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. APRIL 11, 1974

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TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

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TV HOUSEHOLDS USING TV WK 1	46.2	47.3	47.9	49.5	52.3	53.7	55.9	58.2	60.1	61.1	62.1	61.8	59.2	57.2	56.7	54.1
(See Def. 1) WK 2	46.5	48.6	50.1	51.4	54.1	56.1	58.2	60.0	59.7	60.9	61.2	61.3	58.5	56.6	54.7	53.0

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

EVE. THU. APRIL 18, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. APRIL 19, 1974

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TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					8,940 13.5		17,540 26.5				12,380 18.7		13,700 20.7				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					7,750 11.7		13,310 20.1				11,120 16.8		11,650 17.6		17.9*		17.3*
SHARE OF AUDIENCE %					21		34		30 *		28		30		30 *		30 *
AVG. AUD. BY ¼ HR. %					11.1	12.2	16.0	18.7	22.2	23.4	16.6	16.9	17.9	17.8	17.7		17.0
TOTAL AUDIENCE (Households (000) & %)					24,230 36.6												
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					12,050 18.2	15.6*		17.4*		16.2*		18.3*		18.7*		18.3*	
SHARE OF AUDIENCE %					32	28 *		30 *		27 *		30 *		32 *		32 *	
AVG. AUD. BY ¼ HR. %					15.7	15.4	18.0	16.8	16.1	16.3	18.1	18.6	18.9	18.5	18.0		18.6
TOTAL AUDIENCE (Households (000) & %)					17,010 25.7		12,980 19.6		19,200 29.0								
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					14,830 22.4		11,390 17.2		11,320 17.1		16.7*		17.8*		17.1*		16.5*
SHARE OF AUDIENCE %					40		29		29		28 *		30 *		29 *		29 *
AVG. AUD. BY ¼ HR. %					21.3	23.5	17.0	17.5	17.3	16.2	18.0	17.5	17.0	17.2	16.1		16.8
TOTAL AUDIENCE (Households (000) & %)					10,330 15.6		16,620 25.1				16,350 24.7		16,220 24.5				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					9,000 13.6		12,780 19.3				14,630 22.1		13,640 20.6		21.0*		20.3*
SHARE OF AUDIENCE %					25		33		29 *		36 *		35		35 *		35 *
AVG. AUD. BY ¼ HR. %					12.8	14.5	16.0	17.2	21.4	22.6	22.1	22.0	21.3	20.6	20.3		20.2
TOTAL AUDIENCE (Households (000) & %)					8,540 12.9		12,110 18.3		13,840 20.9								
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					7,550 11.4		10,660 16.1		7,550 11.4		9.0*		11.5*		11.7*		12.1*
SHARE OF AUDIENCE %					21		28		20		16 *		20 *		20 *		21 *
AVG. AUD. BY ¼ HR. %					11.1	11.6	15.8	16.5	9.3	8.8	11.5	11.6	11.1	12.3	11.9		12.3
TOTAL AUDIENCE (Households (000) & %)					16,290 24.6		20,520 31.0				14,030 21.2		17,810 26.9				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					14,500 21.9		15,090 22.8		20.6*		24.9*		18.8		22.1*		21.5*
SHARE OF AUDIENCE %					41		39		36 *		41 *		31		36 *		37 *
AVG. AUD. BY ¼ HR. %					21.0	22.7	20.3	20.9	24.6	25.3	18.2	19.4	22.0	22.2	21.8		21.2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

45.3	46.7	48.9	51.4	54.7	56.7	57.8	59.2	60.1	60.9	59.9	60.4	59.7	58.3	57.3	56.6
44.6	46.0	45.9	47.9	52.1	54.8	56.9	58.1	59.8	61.0	60.1	61.3	61.4	60.1	58.4	57.4

U.S. TV Households: 66,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 8. (OP) See Other Programs Section: Page A-34.

(1) FOR REM. RATINGS SEE OP. PAGES.

EVE. FRI. APRIL 19, 1974

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. APRIL 1974

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TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 66,200,000 *Half-hour ratings (for immediately preceding and subject quarter-hour). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-34.

(1) FOR REAL RATINGS SEE OP. PAGES.

EVE. SAT. APRIL 20, 1974

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. APRIL 14, 1974

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 60,200,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page 6. (OP) See Other Programs Section: Page A-34.

(1) DINAH SHORE WINNERS CIRCLE GOLF CHAMPIONSHIP, 4:30-7:05PM, (5), FOR RATINGS SEE PAGE A-33.
(2) FOR REM. RATINGS SEE OP. PAGES.

EVE. SUN. APRIL 21, 1974